

# Course Syllabus/Content

### **WD-UK Level 5 (UK Qualifications Framework – Hospitality Management)**

(Credits 120)

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Strategic Hospitality Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Revenue Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Consumer Behavior in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Sustainable Practices in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Leadership and Team Development	50	50	Assignment Based	Classroom Lectures & Online	50%



Strategic Marketing in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Culinary Techniques	50	50	Assignment Based	Classroom Lectures & Online	50%
Hospitality Information Systems	50	50	Assignment Based	Classroom Lectures & Online	50%
International Hospitality Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Risk Management in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%



Subject	Strategic Hospitality Management
Aims and Objectives	Strategic Hospitality Management examines the strategic management principles and practices necessary for success in the hospitality industry. The course focuses on strategic planning, organizational leadership, competitive analysis, innovation, and sustainable business practices.
	Aim: The aim of this course is to provide students with the knowledge and skills to develop and implement effective strategic management plans within hospitality establishments, enabling them to navigate competitive markets and achieve long-term success.
	Objectives:  1. To introduce students to the concept of strategic management and its importance in the hospitality industry.  2. To develop students' understanding of strategic planning processes and techniques for setting organizational goals and objectives.  3. To provide students with knowledge of competitive analysis methods and strategies for assessing market trends and competitors' strengths and weaknesses.  4. To teach students about leadership principles and practices for guiding organizational change and fostering innovation.
Learning Outcomes	<ol> <li>Define strategic management and its role in the hospitality industry.</li> <li>Develop and implement strategic plans to achieve organizational goals and objectives.</li> <li>Conduct competitive analysis to assess market trends and competitors' strengths and weaknesses.</li> <li>Apply leadership principles and practices to guide organizational change and foster innovation.</li> <li>Implement sustainable business practices to promote long-term success and environmental stewardship.</li> </ol>
Credit Points:	12 credit points
Assessment	<ul> <li>Assignment based</li> </ul>
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	Advanced Revenue Management
Aims and Objectives	Advanced Revenue Management builds upon foundational knowledge of revenue management principles and practices to explore advanced strategies and techniques for maximizing revenue and profitability within hospitality establishments. The course covers topics such as demand forecasting, dynamic pricing, distribution channel optimization, revenue analytics, and strategic decision-making.
	Aim: The aim of this course is to provide students with advanced knowledge and skills in revenue management, enabling them to effectively optimize revenue and profitability in complex and dynamic hospitality environments.
	<ol> <li>Objectives:         <ol> <li>To deepen students' understanding of demand forecasting techniques and methods for predicting market trends and consumer behavior.</li> <li>To develop students' proficiency in dynamic pricing strategies and tactics for optimizing revenue in fluctuating market conditions.</li> </ol> </li> <li>To provide students with knowledge of distribution channel optimization techniques and strategies for maximizing revenue from various distribution channels.</li> </ol>
	4. To teach students about revenue analytics tools and techniques for analyzing data and making data-driven decisions to optimize revenue.
Learning Outcomes	<ol> <li>Apply advanced demand forecasting techniques to predict market trends and consumer behavior accurately.</li> <li>Implement dynamic pricing strategies and tactics to optimize revenue and profitability in fluctuating market conditions.</li> <li>Optimize distribution channels to maximize revenue from various distribution sources, including direct and indirect channels.</li> <li>Utilize revenue analytics tools and techniques to analyze data and make data-driven decisions to optimize revenue.</li> <li>Make strategic decisions based on revenue management principles and market insights to maximize revenue and profitability.</li> </ol>
Credit Points:	12 credit points
Assessment	Assignment based
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	Consumer Behavior in Hospitality
Aims and Objectives	Aim: The aim of this course is to provide students with an understanding of consumer behavior theories and concepts applicable to the hospitality industry, enabling them to develop effective marketing strategies and deliver exceptional guest experiences.
	<ol> <li>Objectives:         <ol> <li>To introduce students to consumer behavior theories and models relevant to the hospitality industry.</li> <li>To develop students' understanding of psychological factors influencing consumer decision-making, such as motivation, perception, and attitude formation.</li> <li>To provide students with knowledge of sociological and cultural factors impacting consumer behavior in hospitality settings.</li> </ol> </li> <li>To teach students how to analyze consumer preferences and trends to inform marketing strategies and product/service development.</li> </ol>
Learning Outcomes	<ol> <li>Explain key consumer behavior theories and models relevant to the hospitality industry.</li> <li>Analyze psychological factors influencing consumer decision-making, including motivation, perception, and attitude formation.</li> <li>Evaluate sociological and cultural factors impacting consumer behavior in hospitality settings.</li> <li>Interpret consumer preferences and trends to inform marketing strategies and product/service development in the hospitality industry.</li> <li>Apply consumer behavior concepts to create personalized and memorable guest experiences.</li> </ol>
Credit Points:	12 credit points
Assessment	<ul> <li>Assignment based</li> </ul>
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	Sustainable Practices in Hospitality	
	Sustainable Practices in Hospitality explores the principles and strategies of sustainability within the hospitality industry. The course examines environmental, social, and economic aspects of sustainability, as well as sustainable practices in operations, resource management, community engagement, and guest experiences.	
	Aim: The aim of this course is to provide students with an understanding of sustainability principles and practices in the context of the hospitality industry, enabling them to implement sustainable initiatives and contribute to environmentally and socially responsible hospitality operations.	
	<ol> <li>Objectives:         <ol> <li>To introduce students to the concept of sustainability and its importance in the hospitality industry.</li> <li>To develop students' understanding of environmental sustainability principles and practices, including energy conservation, waste management, and resource efficiency.</li> <li>To provide students with knowledge of social sustainability issues and strategies for promoting diversity, equity, and community engagement within hospitality establishments.</li> </ol> </li> <li>To teach students about economic sustainability principles and practices, such as cost savings, revenue generation, and sustainable investment strategies.</li> </ol>	
Learning Outcomes	<ol> <li>Define sustainability and its importance in the hospitality industry.</li> <li>Analyze environmental sustainability principles and practices, including energy conservation, waste management, and resource efficiency.</li> <li>Evaluate social sustainability issues and strategies for promoting diversity, equity, and community engagement within hospitality establishments.</li> <li>Assess economic sustainability principles and practices, such as cost savings, revenue generation, and sustainable investment strategies.</li> <li>Identify opportunities for improving the sustainability performance of hospitality operations.</li> </ol>	
Credit Points:	12 credit points	
Assessment	Assignment based	
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours	



Subject	Leadership and Team Development	
Aims and Objectives	Leadership and Team Development explores principles are practices of effective leadership and team dynamics within the hospitality industry. The course covers topics such as leadership styles, communication, motivation, conflict resolution, and team building strategies.	
	Aim: The aim of this course is to provide students with the knowledge and skills necessary to lead teams effectively and foster positive team dynamics within hospitality organizations.	
	<ol> <li>Objectives:         <ol> <li>To introduce students to various leadership theories and styles applicable to the hospitality industry.</li> <li>To develop students' understanding of effective communication strategies for leading and managing teams.</li> <li>To provide students with knowledge of motivation theories and techniques for inspiring and empowering team members.</li> </ol> </li> <li>To teach students about conflict resolution strategies and techniques for addressing conflicts within teams.</li> <li>To enhance students' ability to build and develop high-performing teams through effective team building and development strategies.</li> </ol>	
Learning Outcomes	<ol> <li>Explain various leadership theories and styles and their applicability to the hospitality industry.</li> <li>Demonstrate effective communication strategies for leading and managing teams in hospitality organizations.</li> <li>Apply motivation theories and techniques to inspire and empower team members to achieve organizational goals.</li> <li>Utilize conflict resolution strategies and techniques to address conflicts within teams and promote positive team dynamics.</li> <li>Implement team building and development strategies to build and develop high-performing teams in hospitality organizations.</li> </ol>	
Credit Points:	12 credit points	
Assessment	Assignment based	
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours	



Subject	Strategic Marketing in Hospitality
Aims and Objectives	Strategic Marketing in Hospitality explores advanced marketing strategies and techniques tailored to the hospitality industry. The course covers topics such as market analysis, branding, positioning, digital marketing, customer relationship management, and strategic marketing planning.  Aim: The aim of this course is to provide students with the knowledge and skills necessary to develop and implement effective marketing strategies in hospitality organizations, enabling them to attract and retain customers and achieve competitive advantage.
	<ol> <li>Objectives:         <ol> <li>To introduce students to advanced marketing concepts and theories relevant to the hospitality industry.</li> <li>To develop students' understanding of market analysis techniques and methods for identifying target markets and market segments.</li> </ol> </li> </ol> <li>To provide students with knowledge of branding and positioning strategies for creating and communicating value propositions in hospitality.</li> <li>To teach students about digital marketing tools and techniques for reaching and engaging customers in the digital age.</li>
Learning Outcomes	<ol> <li>Apply advanced marketing concepts and theories to develop strategic marketing plans for hospitality organizations.</li> <li>Conduct market analysis to identify target markets, market segments, and competitive positioning opportunities.</li> <li>Develop and implement branding and positioning strategies to create and communicate value propositions that resonate with target customers.</li> <li>Utilize digital marketing tools and techniques to reach and engage customers across various online channels.</li> <li>Implement customer relationship management strategies to build and maintain long-term customer relationships and enhance customer loyalty.</li> </ol>
Credit Points:	12 credit points
Assessment	Assignment based
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	Advanced Culinary Techniques
Aims and Objectives	Advanced Culinary Techniques is designed to further develop students' culinary skills and techniques, focusing on advanced cooking methods, flavor profiles, presentation techniques, and menu development. The course emphasizes creativity, innovation, and mastery of culinary fundamentals.
	Aim: The aim of this course is to enhance students' culinary expertise and creativity, preparing them for advanced culinary roles in the hospitality industry by mastering advanced cooking techniques and menu development.
	<ol> <li>Objectives:         <ol> <li>To introduce students to advanced cooking techniques and methods used in professional kitchens.</li> <li>To develop students' understanding of flavor profiles, ingredient combinations, and culinary aesthetics.</li> </ol> </li> <li>To provide students with hands-on experience in preparing and presenting advanced culinary dishes.</li> <li>To teach students about menu development strategies, including menu planning, pricing, and menu engineering.</li> </ol>
Learning Outcomes	<ol> <li>Demonstrate proficiency in advanced cooking techniques, including sous vide, molecular gastronomy, and precision cooking.</li> <li>Create complex flavor profiles and harmonious ingredient combinations to elevate culinary dishes to gourmet levels.</li> <li>Execute advanced culinary techniques with precision and finesse, achieving professional presentation standards.</li> <li>Develop innovative and appealing menus that reflect culinary trends, dietary preferences, and seasonal ingredients.</li> <li>Apply menu engineering principles to optimize menu profitability and enhance guest satisfaction.</li> </ol>
Credit Points:	12 credit points
Assessment	Assignment based
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	Hospitality Information Systems
Aims and Objectives	Hospitality Information Systems explores the use of information technology and systems in the hospitality industry. The course covers topics such as property management systems, reservation systems, point-of-sale systems, customer relationship management systems, and data analytics for decision-making.
	Aim: The aim of this course is to provide students with an understanding of hospitality information systems and their role in enhancing operational efficiency, guest satisfaction, and strategic decision-making in hospitality organizations.
	<ol> <li>Objectives:         <ol> <li>To introduce students to various types of information systems used in the hospitality industry, including property management systems and reservation systems.</li> <li>To develop students' understanding of the functions and features of hospitality information systems and their integration with other operational systems.</li> </ol> </li> <li>To provide students with knowledge of customer relationship management systems and their importance in building and maintaining guest relationships.</li> <li>To teach students about the role of data analytics in hospitality decision-making and performance evaluation.</li> </ol>
Learning Outcomes	<ol> <li>Describe the functions and features of hospitality information systems, including property management systems and reservation systems.</li> <li>Explain the importance of integrated information systems in enhancing operational efficiency and guest satisfaction in hospitality organizations.</li> <li>Analyze the role of customer relationship management systems in building and maintaining guest relationships and loyalty.</li> <li>Utilize data analytics tools and techniques to extract insights from hospitality data and inform strategic decision-making</li> </ol>
Credit Points:	12 credit points
Assessment	<ul> <li>Assignment based</li> </ul>
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	International Hospitality Management
Aims and Objectives	International Hospitality Management examines the challenges and opportunities of managing hospitality operations in a global context. The course covers topics such as international market trends, cross-cultural management, global distribution systems, international regulations, and sustainable tourism practices.
	Aim: The aim of this course is to provide students with an understanding of the complexities of managing hospitality operations in an international context, preparing them for leadership roles in global hospitality organizations.
	<ol> <li>Objectives:         <ol> <li>To introduce students to international hospitality industry trends, challenges, and opportunities.</li> <li>To develop students' understanding of cross-cultural management principles and practices in hospitality operations.</li> </ol> </li> <li>To provide students with knowledge of global distribution systems and their role in international hospitality marketing and distribution.</li> <li>To teach students about international regulations and standards governing hospitality operations, including legal and ethical considerations.</li> </ol>
Learning Outcomes	<ol> <li>Analyze international hospitality industry trends, challenges, and opportunities.</li> <li>Apply cross-cultural management principles and practices to effectively lead diverse teams in international hospitality settings.</li> <li>Utilize global distribution systems to market and distribute hospitality products and services internationally.</li> <li>Interpret international regulations and standards governing hospitality operations and ensure compliance.</li> <li>Develop and implement sustainable tourism practices in international hospitality settings to minimize environmental impact and promote responsible tourism.</li> </ol>
Credit Points:	12 credit points
Assessment	Assignment based
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours



Subject	Risk Management in Hospitality
Aims and Objectives	Risk Management in Hospitality provides an overview of risk assessment, mitigation, and management strategies in the hospitality industry. The course covers topics such as identifying potential risks, assessing their impact, implementing risk mitigation measures, crisis management, and insurance considerations.
	Aim: The aim of this course is to equip students with the knowledge and skills necessary to identify, assess, and manage risks in hospitality operations effectively, ensuring the safety of guests, employees, and assets.
	<ol> <li>Objectives:         <ol> <li>To introduce students to the concept of risk management and its importance in the hospitality industry.</li> <li>To develop students' understanding of the types of risks inherent in hospitality operations, including safety, security, financial, and reputational risks.</li> </ol> </li> <li>To provide students with knowledge of risk assessment techniques and methods for identifying and prioritizing potential risks.</li> <li>To teach students about risk mitigation strategies and measures to minimize the likelihood and impact of identified risks.</li> </ol>
Learning Outcomes	<ol> <li>Define risk management and explain its importance in the hospitality industry.</li> <li>Identify and categorize the types of risks commonly encountered in hospitality operations.</li> <li>Apply risk assessment techniques to identify and prioritize potential risks in hospitality establishments.</li> <li>Implement risk mitigation strategies and measures to minimize the likelihood and impact of identified risks.</li> <li>Develop comprehensive crisis management plans to effectively respond to emergencies and unexpected events in hospitality settings.</li> </ol>
Credit Points:	12 credit points
Assessment	<ul> <li>Assignment based</li> </ul>
Teaching Mode (Full-Time)	Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours