

Westwood Dynamic Limited

Course Syllabus/Content

**WD-UK Level 6 (UK Qualifications Framework – Hospitality Management)
(Credits 120)**

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Contemporary Issues in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Strategic Human Resource Management in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Entrepreneurship in the Hospitality Industry	50	50	Assignment Based	Classroom Lectures & Online	50%
Digital Marketing in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Event Management	50	50	Assignment Based	Classroom Lectures & Online	50%

Westwood Dynamic Limited

1 Brin Williams House, 2a Xaerau Crescent, Newport, NP20 4HG, UK
info@wdynamic.co.uk

Innovation in Hospitality Services	50	50	Assignment Based	Classroom Lectures & Online	50%
Corporate Social Responsibility in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
International Culinary Arts	50	50	Assignment Based	Classroom Lectures & Online	50%
Hospitality Operations Analysis	50	50	Assignment Based	Classroom Lectures & Online	50%
Destination Management	50	50	Assignment Based	Classroom Lectures & Online	50%

Westwood Dynamic Limited

Subject	Contemporary Issues in Hospitality								
Aims and Objectives	<p>Contemporary Issues in Hospitality explores current trends, challenges, and emerging topics in the hospitality industry. The course covers a wide range of issues such as sustainability, technology, globalization, changing consumer preferences, and the impact of current events on hospitality operations.</p> <p>Aim: The aim of this course is to provide students with an understanding of the contemporary issues shaping the hospitality industry, enabling them to anticipate and respond effectively to changes and challenges in the field.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to current trends and emerging topics in the hospitality industry. 2. To develop students' understanding of the impact of globalization on hospitality operations and consumer behavior. 3. To provide students with knowledge of sustainability practices and their importance in the hospitality industry. 4. To explore the role of technology in transforming hospitality operations and guest experiences. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Identify and discuss current trends and emerging topics in the hospitality industry. 2. Analyze the impact of globalization on hospitality operations and consumer behavior. 3. Evaluate sustainability practices and their implementation in hospitality establishments. 4. Assess the role of technology in transforming hospitality operations and enhancing guest experiences. 5. Interpret changing consumer preferences and develop strategies to meet evolving demands. 6. Analyze the impact of current events on the hospitality industry and develop contingency plans. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Strategic Human Resource Management in Hospitality								
Aims and Objectives	<p>Strategic Human Resources Management in Hospitality focuses on the strategic management of human capital in the hospitality industry. The course covers topics such as recruitment, selection, training, performance management, employee relations, diversity management, and talent development strategies.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to effectively manage human resources in hospitality organizations, aligning HR practices with strategic business objectives.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the strategic importance of human resources management in the hospitality industry. 2. To develop students' understanding of HR planning, recruitment, and selection processes tailored to hospitality organizations. 3. To provide students with knowledge of training and development strategies to enhance employee skills and competencies in the hospitality sector. 4. To teach students about performance management techniques and methods for evaluating employee performance and fostering continuous improvement. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the strategic importance of human resources management in the hospitality industry. 2. Apply HR planning, recruitment, and selection processes to attract and retain top talent in hospitality organizations. 3. Design and implement training and development programs to enhance employee skills and competencies in the hospitality sector. 4. Utilize performance management techniques to evaluate employee performance and provide feedback for continuous improvement. 5. Manage employee relations and create a positive workplace culture conducive to employee satisfaction and retention in hospitality establishments. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Entrepreneurship in the Hospitality Industry								
Aims and Objectives	<p>Entrepreneurship in the Hospitality Industry explores the principles and practices of entrepreneurship within the context of the hospitality sector. The course covers topics such as identifying business opportunities, developing business plans, financial management, marketing strategies, and innovative business models.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to identify, develop, and launch entrepreneurial ventures in the hospitality industry, fostering innovation and creativity.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of entrepreneurship and its relevance in the hospitality industry. 2. To develop students' understanding of how to identify and evaluate business opportunities in the hospitality sector. 3. To provide students with knowledge of business plan development, financial forecasting, and budgeting for hospitality ventures. 4. To teach students about marketing strategies and techniques tailored to entrepreneurial ventures in hospitality. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define entrepreneurship and explain its importance in the hospitality industry. 2. Identify and evaluate business opportunities in the hospitality sector, considering market trends and consumer demands. 3. Develop comprehensive business plans for entrepreneurial ventures in hospitality, including financial projections and marketing strategies. 4. Apply marketing strategies and techniques to promote and position hospitality ventures effectively in the market. 5. Innovate and develop creative solutions to address challenges and capitalize on opportunities in the hospitality industry. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Digital Marketing in Hospitality								
Aims and Objectives	<p>Digital Marketing in Hospitality explores the use of digital channels and strategies to promote hospitality products and services. The course covers topics such as website optimization, search engine marketing, social media marketing, email marketing, content marketing, and online reputation management.</p> <p>Aim: The aim of this course is to provide students with an understanding of digital marketing principles and techniques specific to the hospitality industry, enabling them to create effective digital marketing strategies for hospitality organizations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of digital marketing and its importance in the hospitality industry. 2. To develop students' understanding of digital marketing channels and platforms relevant to hospitality marketing. 3. To provide students with knowledge of website optimization techniques to enhance online visibility and user experience. 4. To teach students about search engine marketing strategies, including search engine optimization (SEO) and pay-per-click (PPC) advertising. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define digital marketing and explain its relevance to the hospitality industry. 2. Identify and evaluate digital marketing channels and platforms suitable for hospitality marketing campaigns. 3. Implement website optimization techniques to improve online visibility and user experience for hospitality websites. 4. Develop and execute search engine marketing strategies, including SEO and PPC, to increase website traffic and conversions. 5. Utilize social media platforms effectively for hospitality marketing, engagement, and customer relationship management. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Advanced Event Management								
Aims and Objectives	<p>Advanced Event Management builds upon foundational knowledge in event planning and management, focusing on advanced concepts and techniques for designing, organizing, and executing successful events across various sectors. The course covers topics such as event marketing, sponsorship management, risk mitigation, budgeting, and post-event evaluation.</p> <p>Aim: The aim of this course is to provide students with advanced skills and knowledge in event management, enabling them to plan, execute, and evaluate complex events across diverse industries.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To deepen students' understanding of advanced concepts and principles in event management. 2. To develop students' skills in strategic event planning and execution. 3. To provide students with knowledge of event marketing strategies and techniques. 4. To enhance students' ability to manage event sponsorships and partnerships effectively. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate an advanced understanding of event management concepts, theories, and practices. 2. Plan, organize, and execute complex events across various sectors, considering strategic objectives and audience needs. 3. Develop and implement effective event marketing strategies to promote events and attract attendees. 4. Manage event sponsorships and partnerships, negotiating contracts and maximizing sponsorship value. 5. Identify potential risks associated with events and implement risk mitigation strategies to ensure event success. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Innovation in Hospitality Services								
Aims and Objectives	<p>Innovation in Hospitality Services explores the concept of innovation within the hospitality industry, focusing on the development and implementation of innovative strategies to enhance guest experiences, operational efficiency, and competitive advantage. The course covers topics such as service design, technology integration, sustainability initiatives, and organizational culture fostering innovation.</p> <p>Aim: The aim of this course is to provide students with an understanding of innovation principles and practices in the context of hospitality services, empowering them to drive positive change and creativity within hospitality organizations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of innovation and its importance in the hospitality industry. 2. To develop students' understanding of the role of service design in creating innovative guest experiences. 3. To provide students with knowledge of emerging technologies and their application to innovate hospitality services. 4. To enhance students' ability to identify and implement sustainability initiatives within hospitality operations. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define innovation and its relevance to the hospitality industry. 2. Design innovative hospitality services that meet and exceed guest expectations. 3. Evaluate and implement emerging technologies to enhance hospitality services and operations. 4. Develop and implement sustainability initiatives within hospitality organizations to promote responsible practices. 5. Cultivate an organizational culture conducive to innovation and creativity, fostering collaboration and experimentation. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Corporate Social Responsibility in Hospitality								
Aims and Objectives	<p>Corporate Social Responsibility (CSR) in Hospitality examines the ethical, social, and environmental responsibilities of hospitality organizations. The course explores CSR principles, initiatives, and best practices within the context of the hospitality industry, aiming to foster sustainable and responsible business practices.</p> <p>Aim: The aim of this course is to provide students with an understanding of corporate social responsibility concepts and practices in the hospitality sector, enabling them to integrate CSR principles into hospitality management strategies.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of corporate social responsibility and its relevance in the hospitality industry. 2. To develop students' understanding of ethical considerations and social responsibilities of hospitality organizations. 3. To provide students with knowledge of environmental sustainability initiatives and their implementation in hospitality operations. 4. To enhance students' ability to analyze and assess the impact of hospitality operations on local communities and environments. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define corporate social responsibility and explain its significance in the hospitality industry. 2. Identify ethical considerations and social responsibilities of hospitality organizations towards stakeholders. 3. Evaluate and implement environmental sustainability initiatives in hospitality operations, such as waste reduction and energy conservation. 4. Analyze the social and environmental impact of hospitality operations on local communities and ecosystems. 5. Engage with stakeholders effectively to promote transparency, accountability, and ethical business practices in hospitality organizations. 								
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>Lectures:</td> <td style="text-align: right;">60 hours</td> </tr> <tr> <td>Tutorials/workshop:</td> <td style="text-align: right;">30 hours</td> </tr> <tr> <td>Private Study:</td> <td style="text-align: right;">30 hours</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">120 hours</td> </tr> </table>	Lectures:	60 hours	Tutorials/workshop:	30 hours	Private Study:	30 hours	Total:	120 hours
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	International Culinary Arts								
Aims and Objectives	<p>International Culinary Arts explores the diverse cuisines and culinary traditions from around the world. The course focuses on the techniques, ingredients, flavors, and cultural influences that shape international culinary practices. Students will learn to prepare and present dishes representing various global cuisines.</p> <p>Aim: The aim of this course is to provide students with a comprehensive understanding of international culinary arts, enabling them to appreciate and master diverse cooking techniques and flavors from different cultures.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the diversity of global cuisines and culinary traditions. 2. To develop students' culinary skills in preparing dishes from various international cuisines. 3. To provide students with knowledge of key ingredients, spices, and flavor profiles used in international cooking. 4. To enhance students' understanding of cultural influences on culinary practices and food presentation. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Identify and describe key ingredients, spices, and flavor profiles characteristic of different international cuisines. 2. Demonstrate proficiency in preparing and presenting dishes from various global culinary traditions. 3. Analyze the cultural influences and historical background shaping international culinary practices. 4. Apply cooking techniques and methods specific to international cuisines, such as stir-frying, braising, and grilling. 5. Evaluate the sensory qualities and taste profiles of international dishes, including texture, aroma, and flavor balance. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Hospitality Operations Analysis								
Aims and Objectives	<p>Hospitality Operations Analysis examines the operational aspects of hospitality businesses, focusing on strategies for optimizing efficiency, service quality, and guest satisfaction. The course covers topics such as process analysis, service delivery systems, performance metrics, and continuous improvement methodologies.</p> <p>Aim: The aim of this course is to provide students with the knowledge and analytical skills necessary to evaluate and improve operational performance in hospitality establishments.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the principles and concepts of hospitality operations analysis. 2. To develop students' understanding of key operational processes and systems in hospitality businesses. 3. To provide students with knowledge of performance metrics and measurement tools for evaluating operational effectiveness. 4. To enhance students' ability to analyze and optimize service delivery systems to meet guest expectations. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define hospitality operations analysis and its importance in optimizing business performance. 2. Identify and analyze key operational processes and systems within hospitality establishments. 3. Evaluate operational performance using relevant metrics and measurement tools. 4. Recommend strategies for improving service delivery systems to enhance guest satisfaction and loyalty. 5. Apply continuous improvement methodologies to identify and eliminate inefficiencies in hospitality operations. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								

Westwood Dynamic Limited

Subject	Destination Management								
Aims and Objectives	<p>Destination Management explores the principles and practices involved in managing tourist destinations effectively. The course covers topics such as destination planning, development, marketing, sustainability, and stakeholder collaboration. Students will learn how to analyze destination strengths and weaknesses, develop strategic plans, and enhance the overall visitor experience.</p> <p>Aim: The aim of this course is to provide students with a comprehensive understanding of destination management principles and strategies, enabling them to contribute to the sustainable development and success of tourist destinations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of destination management and its importance in the tourism industry. 2. To develop students' understanding of destination planning and development processes, including market analysis and product development. 3. To provide students with knowledge of destination marketing strategies and techniques to attract visitors and enhance destination competitiveness. 4. To enhance students' ability to analyze destination strengths, weaknesses, opportunities, and threats (SWOT analysis) to inform strategic decision-making. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define destination management and explain its significance in the tourism industry. 2. Analyze destination characteristics, including natural, cultural, and built assets, to inform destination planning and development. 3. Develop strategic plans for destination marketing, including target market identification, positioning, and promotional strategies. 4. Conduct SWOT analysis of tourist destinations to identify key issues and opportunities for improvement. 5. Evaluate and implement sustainable tourism practices to minimize negative impacts and maximize benefits for destinations. 								
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
Lectures:	60 hours								
Tutorials/workshop:	30 hours								
Private Study:	30 hours								
Total:	120 hours								