

Westwood Dynamic Limited

Course Syllabus/Content

**WD-UK Level 7 (UK Qualifications Framework – Hospitality Management)
(Credits 120)**

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Strategic Leadership in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Global Hospitality Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Crisis Management in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Strategic Marketing for Hospitality and Tourism	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Revenue Optimization	50	50	Assignment Based	Classroom Lectures & Online	50%

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Innovation and Technology in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Research Methods in Hospitality Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Sustainable Tourism Development	50	50	Assignment Based	Classroom Lectures & Online	50%
Hospitality Consultancy and Project Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Hospitality Financial Analysis	50	50	Assignment Based	Classroom Lectures & Online	50%

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Subject	Strategic Leadership in Hospitality
Aims and Objectives	<p>Strategic Leadership in Hospitality explores the principles and practices of effective leadership within the hospitality industry. The course focuses on strategic decision-making, organizational change management, team development, and ethical leadership. Students will learn how to lead teams, drive innovation, and navigate challenges in dynamic hospitality environments.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to become effective strategic leaders in the hospitality industry, fostering organizational success and employee engagement.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of strategic leadership and its importance in the hospitality sector. 2. To develop students' understanding of strategic decision-making processes and their application to hospitality management. 3. To provide students with knowledge of change management principles and strategies for leading organizational transformation. 4. To enhance students' ability to build and develop high-performing teams in hospitality organizations.
Learning Outcomes	<ol style="list-style-type: none"> 1. Define strategic leadership and its relevance to the hospitality industry. 2. Apply strategic decision-making processes to address complex challenges and opportunities in hospitality management. 3. Lead organizational change initiatives effectively, fostering innovation and adaptation within hospitality organizations. 4. Build and develop high-performing teams through effective communication, motivation, and empowerment. 5. Demonstrate ethical leadership practices, promoting integrity, fairness, and accountability in hospitality management.
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	Global Hospitality Management								
Aims and Objectives	<p>Global Hospitality Management provides an in-depth exploration of management principles and practices within the global hospitality industry. The course covers topics such as global market trends, cross-cultural management, international expansion strategies, and global brand management. Students will develop the skills necessary to lead and manage hospitality businesses in diverse cultural and economic environments.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills required to effectively manage hospitality operations in the global context, considering diverse cultural, economic, and regulatory factors.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the complexities and opportunities of global hospitality management. 2. To develop students' understanding of global market trends and their impact on hospitality businesses. 3. To provide students with knowledge of cross-cultural management principles and strategies for managing diverse teams and guests. 4. To enhance students' ability to develop and implement international expansion strategies for hospitality businesses. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Analyze global market trends and identify opportunities for hospitality business expansion. 2. Demonstrate cross-cultural management skills, effectively leading diverse teams and serving international guests. 3. Develop and implement international expansion strategies for hospitality businesses, considering market entry modes and regulatory requirements. 4. Manage global hospitality brands effectively, ensuring consistency and alignment with brand values across diverse markets. 5. Evaluate sustainability and corporate social responsibility practices in global hospitality management and implement initiatives to minimize environmental impact. 								
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	Crisis Management in Hospitality								
Aims and Objectives	<p>Crisis Management in Hospitality provides students with the knowledge and skills necessary to effectively plan for, respond to, and recover from crises within the hospitality industry. The course covers crisis preparedness, communication strategies, risk assessment, and post-crisis evaluation, with a focus on maintaining guest safety and reputation management.</p> <p>Aim: The aim of this course is to equip students with the necessary tools and strategies to identify, mitigate, and manage crises effectively within hospitality organizations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of crisis management and its importance in the hospitality industry. 2. To develop students' understanding of crisis preparedness, including risk assessment and contingency planning. 3. To provide students with knowledge of crisis communication strategies for internal and external stakeholders. 4. To enhance students' ability to respond to crises promptly and effectively, prioritizing guest safety and well-being. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define crisis management and explain its relevance to the hospitality industry. 2. Identify potential crises and assess risks within hospitality organizations, developing comprehensive contingency plans. 3. Implement effective crisis communication strategies to maintain transparency and manage stakeholder expectations during crises. 4. Respond to crises promptly and decisively, prioritizing guest safety and well-being while minimizing operational disruptions. 5. Evaluate the effectiveness of crisis response efforts and implement strategies for post-crisis recovery and reputation management. 								
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Subject	Strategic Marketing for Hospitality and Tourism								
Aims and Objectives	<p>Strategic Marketing for Hospitality and Tourism explores advanced marketing strategies and techniques tailored to the hospitality and tourism industry. The course covers topics such as market segmentation, branding, digital marketing, customer relationship management, and destination marketing. Students will learn to develop comprehensive marketing plans to drive business growth and enhance customer satisfaction.</p> <p>Aim: The aim of this course is to provide students with the knowledge and skills necessary to develop and implement strategic marketing initiatives that effectively promote hospitality and tourism businesses.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to advanced marketing concepts and frameworks relevant to the hospitality and tourism industry. 2. To develop students' understanding of market segmentation and targeting strategies for hospitality and tourism businesses. 3. To provide students with knowledge of branding principles and techniques to create unique and memorable hospitality and tourism experiences. 4. To enhance students' ability to leverage digital marketing channels and technologies to reach and engage target audiences effectively. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Analyze market trends and consumer behavior to identify target market segments for hospitality and tourism businesses. 2. Develop comprehensive marketing plans that align with business goals and objectives, incorporating market segmentation, targeting, and positioning strategies. 3. Create compelling and differentiated brands for hospitality and tourism businesses, effectively communicating value propositions to target audiences. 4. Utilize digital marketing tools and platforms, including social media, websites, and online advertising, to enhance brand visibility and engage customers. 								
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Subject	Advanced Revenue Optimization								
Aims and Objectives	<p>Aim: The aim of this course is to provide students with an in-depth understanding of advanced revenue optimization concepts and methodologies, enabling them to optimize revenue streams and enhance financial performance in hospitality operations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to advanced revenue optimization principles and techniques relevant to the hospitality industry. 2. To develop students' understanding of dynamic pricing strategies and their application to different hospitality segments. 3. To provide students with knowledge of demand forecasting models and techniques for predicting future demand patterns. 4. To enhance students' ability to manage distribution channels effectively, including online travel agencies (OTAs), direct bookings, and global distribution systems (GDS). 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Apply advanced revenue optimization concepts and techniques to hospitality operations, maximizing revenue and profitability. 2. Implement dynamic pricing strategies to optimize room rates, yield potential, and revenue per available room (RevPAR). 3. Utilize demand forecasting models and techniques to predict future demand patterns and adjust pricing and inventory strategies accordingly. 4. Manage distribution channels effectively, balancing distribution costs, channel mix, and revenue contribution. 5. Analyze revenue analytics and performance metrics to evaluate revenue management effectiveness and identify opportunities for improvement 								
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Subject	Innovation and Technology in Hospitality								
Aims and Objectives	<p>Aim: The aim of this course is to provide students with a comprehensive understanding of innovation and technology's role in shaping the hospitality industry and equipping them with the knowledge and skills to leverage technology effectively to drive business success.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of innovation and technology in the hospitality industry and its impact on business operations and guest experiences. 2. To develop students' understanding of digital transformation and its implications for hospitality businesses, including changes in consumer behavior and market dynamics. 3. To provide students with knowledge of emerging technologies and trends shaping the future of hospitality, such as artificial intelligence, Internet of Things (IoT), and virtual reality. 4. To enhance students' ability to evaluate and implement technology solutions to enhance operational efficiency and guest satisfaction. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the role of innovation and technology in shaping the hospitality industry and its impact on business operations and guest experiences. 2. Identify key trends and emerging technologies driving digital transformation in hospitality, such as AI, IoT, and robotics. 3. Evaluate technology solutions and innovations for enhancing operational efficiency, streamlining processes, and reducing costs in hospitality operations. 4. Implement data-driven decision-making processes and analytics tools to extract insights and drive strategic initiatives. 5. Design and implement innovative guest experience enhancements to increase guest satisfaction and loyalty. 								
Credit Points:	12 credit points								
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Subject	Research Methods in Hospitality Management								
Aims and Objectives	<p>Aim: The aim of this course is to equip students with a comprehensive understanding of research methods and techniques applicable to hospitality management and to develop their ability to conduct and evaluate research effectively.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the principles and concepts of research methods in the context of hospitality management. 2. To develop students' understanding of research design and the selection of appropriate research methodologies. 3. To provide students with knowledge of data collection methods, including surveys, interviews, observations, and secondary data sources. 4. To enhance students' ability to analyze and interpret research data using quantitative and qualitative techniques. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define key research concepts and methodologies relevant to hospitality management. 2. Select appropriate research designs and methodologies for investigating hospitality management issues and phenomena. 3. Design research projects, including developing research questions, hypotheses, and sampling strategies. 4. Collect and analyze research data using quantitative and qualitative techniques, including statistical analysis and thematic analysis. 5. Evaluate research findings critically and draw meaningful conclusions based on data analysis. 								
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Subject	Sustainable Tourism Development								
Aims and Objectives	<p>Aim: The aim of this course is to provide students with an understanding of sustainable tourism principles and strategies and to develop their ability to promote responsible tourism practices that contribute to environmental conservation, socio-cultural preservation, and economic prosperity.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of sustainable tourism and its importance in addressing environmental, socio-cultural, and economic challenges. 2. To develop students' understanding of sustainable tourism principles, including environmental stewardship, cultural authenticity, and community engagement. 3. To provide students with knowledge of sustainable tourism development models and frameworks, such as ecotourism and community-based tourism. 4. To enhance students' ability to analyze the impacts of tourism on destinations and develop strategies for sustainable destination management. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define sustainable tourism and explain its principles and importance in the context of tourism management. 2. Analyze the environmental, socio-cultural, and economic impacts of tourism on destinations and communities. 3. Evaluate sustainable tourism development models and frameworks, such as ecotourism and community-based tourism, and their application to different contexts. 4. Develop sustainable destination management plans that balance the needs of tourists, local communities, and the environment. 5. Implement responsible tourism practices, including sustainable transportation, waste management, and energy conservation, in tourism operations and destinations. 								
Credit Points:	12 credit points								
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Subject	Hospitality Consultancy and Project Management								
Aims and Objectives	<p>Aim: The aim of this course is to prepare students for careers as hospitality consultants and project managers by providing them with the necessary knowledge and skills to lead consulting projects and manage hospitality-related initiatives successfully.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the role of hospitality consultants and project managers and their responsibilities within the hospitality industry. 2. To develop students' understanding of consulting methodologies and project management principles applicable to hospitality contexts. 3. To provide students with knowledge of client engagement and needs assessment processes in hospitality consultancy. 4. To enhance students' ability to develop comprehensive project plans, including defining project scope, objectives, and deliverables. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define the roles and responsibilities of hospitality consultants and project managers and their significance in the hospitality industry. 2. Apply consulting methodologies and project management principles to hospitality contexts, effectively leading consulting projects and initiatives. 3. Engage with clients, identify their needs and expectations, and develop tailored solutions to address their challenges and opportunities. 4. Develop comprehensive project plans that define project scope, objectives, timelines, budgets, and resource requirements. 5. Manage stakeholders effectively, including clients, team members, and external partners, through clear communication and collaboration. 								
Credit Points:	12 credit points								
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Subject	Advanced Hospitality Financial Analysis								
Aims and Objectives	<p>Aim: The aim of this course is to equip students with advanced financial analysis skills tailored to the hospitality industry and to develop their ability to use financial data to drive strategic decision-making and optimize financial performance.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to advanced financial analysis concepts and techniques applicable to the hospitality industry. 2. To develop students' understanding of advanced financial statement analysis, including ratio analysis, trend analysis, and benchmarking. 3. To provide students with knowledge of financial modeling and forecasting techniques for hospitality operations, including revenue forecasting and cost-volume-profit analysis. 4. To enhance students' ability to develop comprehensive budgets and financial plans that align with strategic objectives and operational goals. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Apply advanced financial analysis techniques, such as ratio analysis and trend analysis, to evaluate the financial health and performance of hospitality operations. 2. Utilize financial modeling and forecasting techniques to develop accurate revenue forecasts, budget projections, and financial plans for hospitality businesses. 3. Analyze cost structures and conduct cost-volume-profit analysis to optimize pricing strategies and maximize profitability in hospitality operations. 4. Develop comprehensive budgets and financial plans that align with strategic objectives and operational goals in hospitality businesses. 5. Evaluate financial performance using key performance indicators (KPIs) and performance evaluation metrics to identify areas for improvement and inform strategic decision-making. 								
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