

BA (Hons) Hospitality Management

Programme Specification

Primary Purpose

Course management and quality assurance.

Secondary Purpose

Detailed information for students, staff and employers. Current students should refer to the related Course Handbook for further detail.

Disclaimer

The University of Portsmouth has checked the information given in this Programme Specification. We will endeavour to deliver the course in keeping with this Programme Specification; however, changes may sometimes be required arising from annual monitoring, student feedback, review and update of units and courses. Where this activity leads to significant changes to units and courses, there will be prior consultation of students and others, wherever possible, and the University will take all reasonable steps to minimize disruption to students. It is also possible that the University may not be able to offer a unit or course for reasons outside of its control, for example; the absence of a member of staff or low student registration numbers. Where this is the case, the University will endeavour to inform applicants and students as soon as possible. Where appropriate, the University will facilitate the transfer of affected students to another suitable course.

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Contents

Course Details	1
1. Named Awards.....	1
2. Course Code (and UCAS Code if applicable).....	1
3. Awarding Body	1
4. Teaching Institution	1
5. Accrediting Body	1
6. QAA Benchmark Groups	1
7. Document Control Information.....	1
8. Effective Session.....	1
9. Author	1
10. Faculty.....	1
11. Subject Group	1
Curriculum	1
12. Educational Aims.....	1
13. Reference Points.....	2
14. General Learning Outcomes.....	2
15. Learning Outcomes	4
A. Knowledge and Understanding of:.....	4
B. Cognitive (Intellectual or Thinking) Skills, able to:	4
C. Practical (Professional or Subject) Skills, able to:	4
D. Transferable (Graduate and Employability) Skills, able to:	4
16. Learning and Teaching Strategies and Methods.....	4
17. Assessment Strategy.....	5
18. Course Structure, Progression and Award Requirements.....	5
19. Employability Statement.....	6
Course Management	6
20. Support for Student Learning.....	6
21. Admissions Criteria.....	7
A. Academic Admissions Criteria	7
B. Disability	7
22. Evaluation and Enhancement of Standards and Quality in Learning and Teaching	7
A. Mechanisms for Review and Evaluation	7
B. Responsibilities for Monitoring and Evaluation.....	7
C. Mechanisms for Gaining Student Feedback	8
D. Staff Development Priorities.....	8
23. Assessment Regulations	8
24. Role of Externals	8
25. Indicators of Standards and Quality.....	8
A. Professional Accreditation/Recognition.....	8
B. Periodic Programme Review (or equivalent).....	8
C. Quality Assurance Agency	9
D. Others	9
26. Further Information	9

Course Details

1. Named Awards

BA (Hons) Hospitality Management

2. Course Code (and UCAS Code if applicable)

C0635S (N220)

3. Awarding Body

University of Portsmouth

4. Teaching Institution

University of Portsmouth

5. Accrediting Body

Institute of Travel and Tourism (ITT)

6. QAA Benchmark Groups

Hospitality, Leisure, Sport and Tourism

7. Document Control Information

Version 1, September 2017

8. Effective Session

2017/2018

9. Author

Jennifer Johnston

10. Faculty

Business and Law

11. Subject Group

Business and Management: Generalist Business

Curriculum

12. Educational Aims

The Educational Aims of the Hospitality Management programme are to:

- provide a challenging and stimulating study environment
- provide students with the necessary transferable skills for lifelong learning and flexibility in the context of developing professional, organisational and economic climates
- provide students with the opportunity to develop key skills
- provide students with the skills and knowledge to maximise career opportunities

- provide students with a sound undergraduate profile facilitating developments to postgraduate study
- provide students with the opportunity to benefit from the research activities within the institution
- encourage students to explore and examine operational and management constructs in various Hospitality and Tourism Industry contexts
- provide an integrated education in Hospitality Management which will meet current and projected organisational needs
- provide a framework for understanding the role of the diverse organisations within the Hospitality and Tourism Industry and their relationships in the national and international environment
- encourage students to develop a critical and evaluative approach to the operational and managerial processes within the Hospitality and Tourism Industry
- foster a sense of creativity and innovation related to the development of the Hospitality and Tourism Industry
- develop a sensitivity to needs of consumers and a general 'customer orientation' within the Hospitality and Tourism Industry

13. Reference Points

To successfully complete the course and gain the award, students will have demonstrated the ability to evaluate and apply the theories and techniques of Hospitality Operations and Management. These outcomes have been developed taking into account the following:

- University of Portsmouth Undergraduate Curriculum Framework
- University of Portsmouth policy regarding Key Skills & Employability
- National Qualifications Framework
- QAA Benchmark Statements for Hospitality, Leisure, Sport and Tourism
- Educational objectives and requirements of the Institute of Hospitality

14. General Learning Outcomes

Level 4

Certificates of Higher Education are awarded to students who have demonstrated:

- knowledge of the underlying concepts and principles associated with their area(s) of study and an ability to evaluate and interpret these within the context of that area of study
- an ability to present, evaluate and interpret qualitative and quantitative data in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study

Typically, holders of the qualification will be able to:

- evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work
- communicate the results of their study/work accurately and reliably and with structured and coherent arguments
- undertake further training and develop new skills within a structured and managed environment

And holders will have:

- the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

Level 5

Diplomas in Higher Education are awarded to students who have demonstrated:

- knowledge and critical understanding of the well-established principles of their area(s) of study and of the way in which those principles have developed

- ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context
- knowledge of the main methods of enquiry in the subject(s) relevant to the named award and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study
- an understanding of the limits of their knowledge and how this influences analyses and interpretations based on that knowledge

Typically, holders of the qualification will be able to:

- use a range of established techniques to initiate and undertake critical analysis of information and to propose solutions to problems arising from that analysis
- effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively
- undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations

And holders will have:

- the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making

Level 6

Bachelor's degrees/Bachelor's degrees with honours are awarded to students who have demonstrated:

- a systematic understanding of key aspects of their field of study including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline
- an ability to deploy accurately established techniques of analysis and enquiry within a discipline
- conceptual understanding that enables the student:
 - to devise and sustain arguments and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline
 - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline
- an appreciation of the uncertainty, ambiguity and limits of knowledge
- the ability to manage their own learning and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline)

Typically, holders of the qualification will be able to:

- apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding and to initiate and carry out projects
- critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements and to frame appropriate questions to achieve a solution, or identify a range of solutions, to a problem
- communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

And holders will have:

- the qualities and transferable skills necessary for employment requiring:
 - the exercise of initiative and personal responsibility
 - decision-making in complex and unpredictable contexts
- the learning ability needed to undertake appropriate further training of a professional or equivalent nature

15. Learning Outcomes

A. Knowledge and Understanding of:

- A.1 The structure and historical development of the Hospitality Industry
- A.2 Theories and practices relevant to the efficient and effective technical operation and management of Hospitality organisations
- A.3 Theories and practices related to the financial management of Hospitality organisations
- A.4 Theories and practices related to the management of the workforce in Hospitality organisations
- A.5 Interactions between Hospitality organisations and their environments
- A.6 Interactions between Hospitality organisations and their customers

B. Cognitive (Intellectual or Thinking) Skills, able to:

- B.1 Critically evaluate knowledge and understanding of subject disciplines.
- B.2 Analyse data and apply appropriate management techniques to specific situations in order to enhance performance.
- B.3 Construct reasoned and rational responses to problems and scenarios.
- B.4 Reflect on learning achieved, especially in the workplace and apply cognitive skills to own development.

C. Practical (Professional or Subject) Skills, able to:

- C.1 Identify and apply specialist knowledge and skills related to the provision of food, beverage and accommodation
- C.2 Undertake research tasks, analyse data, and prepare written and/or verbal material to communicate outcomes
- C.3 Recognise the specific needs of certain types of customer in diverse sectors of the Hospitality Industry
- C.4 Recognise the principal requirements of health, safety and environmental management in the Hospitality and Tourism Industry

D. Transferable (Graduate and Employability) Skills, able to:

- D.1 Apply numbers
- D.2 Communicate effectively
- D.3 Use information technology
- D.4 Solve problems
- D.5 Improve own learning and performance
- D.6 Work with others

16. Learning and Teaching Strategies and Methods

Teaching and learning is achieved by lectures supported by surgeries, seminars and workshops. In order to maintain contemporary industry relevance, visiting specialists from industry will complement the teaching team and students will undertake field work in a variety of different types of establishments. The work placement aspects of the course will make a major contribution especially to the understanding of concepts and career development.

Lectures and seminars with guided independent learning will help students develop a range of skills which they should take in a structured and effective manner.

Use will be made of work based learning to consolidate lecture and seminar work in this area, and the teaching team will be supported by visiting lecturers and mentors in the work-place.

Due to the nature of the Hospitality Industry as 'people focussed' there will be opportunity for students to develop their communication skills and expertise at working with others. In addition, there are also ample opportunities for students to enhance and demonstrate their skills in the other Key Skills areas.

17. Assessment Strategy

A full range of assessment methods will be used involving reports, essays, tests, examinations and assignment work. The latter will include case studies and other analytical exercises. Significant use will be made of presentations to develop communication skills.

Assessment of cognitive skills takes place in the majority of assignment and testing tasks which will focus on application of principles to realistic situations. Many tasks will require students to take a reflective approach to their achievements and to the processes undertaken in the assignments.

Each unit provides opportunities for students to produce evidence of Key Skills achievements, and these will be made clear within the unit description and in the assignment briefing notes.

Level 4

Assessment at Level 4 has been designed to allow students to exhibit a knowledge and understanding of fundamental principles of Hospitality Organisations in the contemporary environment. It also sets out to encourage students to develop an empathy with the practices and procedures of the Hospitality Industry in a variety of contexts.

In achieving their goals, students will have had to develop data collecting skills, analytical skills and the ability to communicate at a threshold level in both written and spoken formats. Moreover, their ability to work effectively in pairs and small teams, as well as independently, will have been established.

Emphasis is weighted towards coursework more than examinations and formative work is included within a number of units.

Level 5

Assessment at Level 5 requires students to progress to a higher level of performance in terms of their technical knowledge and understanding of a full range of organisational concepts

Students will be expected to work confidently and with a skills level in communication and co-ordination so that they will be able to undertake effectively a year of work placement.

To this end, students are expected to apply managerial concepts to real situations; to collect and analyse data and draw appropriate conclusions and to communicate their decisions and recommendations confidently.

Level 6

Assessment strategy at Level 6 has been designed with recognition that the students have had the opportunity to consolidate their learning up to Level 5 in the challenging environment of operational Hospitality or Business Organisations.

Students are provided with a range of opportunities to demonstrate their understanding of current managerial and operational issues, capitalising on their experiences.

Pair and group assignments require students to share and debate their knowledge and understanding, and a high level of communication skill, including negotiating skills and an appropriate assertiveness is expected.

18. Course Structure, Progression and Award Requirements

See [Unit Web Search](#)¹ for full details on the course structure and units

¹ www.port.ac.uk/unitwebsearch

- Units are rated at either 20 or 40 credits, with each level comprising a minimum of 120 credits.
- Business Research Project (Direct Entry Level 6 and RPL students progressing from Level 5)
- The course is normally offered in 4 year sandwich mode, but exemptions may be made from certain parts of the course under standard RPL provisions. To be awarded the degree "in sandwich mode" students must complete an approved work placement of at least 48 weeks and submit and pass the required assessments
- Opportunity for options focused on IWLP language units at Level 5.
- Careers information is provided at various stages throughout the course. Across the course there is a continuous focus on career development issues. Units in Level 4 and Level 6 have a specific focus. The work placement contributes significantly to Career Development and the specialist Careers Advisors from Purple Door provide input throughout the programme from induction to graduation.
- The relationship with employers is a crucial part of the course. Employer input can be recognised in:
 - placement liaison
 - Industrial Liaison Panel
 - 'live' case studies
 - visiting speakers
 - student field trips

19. Employability Statement

The course has a clear vocational focus on the Hospitality Industry and all units are intended to enhance the employability of the graduates.

More specifically, the course will:

- encourage the development of Career Management Skills within units such as Academic and Professional Skills; Experiential Learning and Career Development at level 4, delivering practical skills to prepare them for work within the industry

This will be achieved through:

- regular up-dating of course material in consultation with Industrial Liaisons
- enrichment of unit content following staff development of teaching staff (conferences, work attachments, attendance at exhibitions and trade shows)
- integration of work placement across the programme, including visits conducted by teaching staff
- links with professional bodies such as Institute of Hospitality, British Hospitality Association, People 1st
- links with recruitment organisations
- links with careers organisations
- involvement of industry practitioners in guest lectures, visits, case studies
- industry-based assignment work
- guest lecturers and workshops with alumni
- formal and informal tracking of alumni career paths
- Personal Development planning initiated during Level 4 and re-visited at each level throughout the course.

Course Management

20. Support for Student Learning

- The Course is managed by a Course Leader

- Extensive induction programme introduces the student to the University and their course
- Each student has a personal tutor responsible for pastoral support and guidance
- University support services include careers, financial advice, housing and counselling
- The Academic Skills Unit (ASK)
- The Additional Support and Disability Advice Centre (ASDAC)
- Excellent library facilities
- Unit handbooks provide information about the unit and University regulations
- Feedback is provided for all assessments
- Personal Development Planning (PDP) for all awards

21. Admissions Criteria

A. Academic Admissions Criteria

Before commencing the course, students will normally have achieved the following:

- 5 passes at GCSE grade C or better, including Maths and English Language
- 88 UCAS tariff points from 3 A levels or equivalent
- Access courses – 60% average mark
- Other qualifications will be considered individually, including applications for direct entry to Level 5 and Level 6
- Applicants offering work experience in lieu of qualifications will be considered sympathetically
- International applications are welcomed, and should have achieved IELTS 6.

B. Disability

The University makes no distinction in its admissions policy with regard to disability and will endeavour to make all reasonable adjustments in order to make it possible for students to study at Portsmouth on a course of their choice.

22. Evaluation and Enhancement of Standards and Quality in Learning and Teaching

A. Mechanisms for Review and Evaluation

- Course Leader's Annual Standards and Quality Evaluative Review
- Head of Undergraduate Programme's Annual Standards and Quality Evaluative Review
- Unit and Course Level student feedback considered at Board of Studies
- Unit Assessment Board consideration of student performance for each programme
- Annual Standards and Quality Reports to Board of Studies, including consideration of Subject and Award External Examiner Reports
- Periodic Programme Review
- Student Representatives and Student/Staff Consultative Committees
- National Student Survey
- Staff Performance and Development Review
- Peer Review and Development Framework
- Faculty Learning and Teaching Committee

B. Responsibilities for Monitoring and Evaluation

- Unit Co-ordinators for unit content and delivery
- Course Leader for day-to-day running of course
- Board of Studies with overall responsibilities for operation and content of course

- Head of Undergraduate Programmes
- Associate Dean (Academic)
- Associate Dean (Students)
- Quality Assurance Committee
- Unit, Award and Progression Board of Examiners

C. Mechanisms for Gaining Student Feedback

- Student Representation on Board of Studies
- Student Staff Consultative Committees
- Unit and Course level student feedback questionnaires
- University participates in external student surveys, e.g. National Student Survey (NSS)
- Staff Development Priorities
- Academic staff undertake activities related to research, scholarship, teaching and learning and student support and guidance
- Annual staff performance and development reviews match development to needs
- Managers undertake a variety of management development programmes
- New academic staff required to undertake appropriate University of Portsmouth learning and teaching programmes
- All academic staff encouraged to seek Higher Education Academy membership
- Academic staff undertake initial and continuing professional development within the Academic Professional Excellence Framework (APEX) programme which is aligned with the Higher Education Academy (HEA)'s UK Professional Standards Framework (UKPSF)
- Support staff are encouraged to attend short courses in areas such as minute taking, and specific IT packages

23. Assessment Regulations

The current University of Portsmouth academic regulations will apply to this programme (see [Assessment and Regulations²](#)).

24. Role of Externals

Subject External Examiners who will:

- Oversee unit assessment and usually attend Unit Assessment Boards
- Review unit assessment strategy
- Sample assessment artefacts
- Present report to Unit Assessment Boards

Award External Examiners (usually also a Subject External Examiner) who will:

- Oversee and attend Award/Progression Boards
- Scrutinise and endorse the outcomes of assessment
- Ensure that the standard of the award is maintained at a level comparable with that of similar awards elsewhere in the United Kingdom

25. Indicators of Standards and Quality

A. Professional Accreditation/Recognition

Institute of Travel and Tourism (ITT)

² www.port.ac.uk/departments/services/academicregistry/qualitymanagementdivision/assessmentandregulations/

B. Periodic Programme Review (or equivalent)

Last Periodic Programme Review in March 2015 confirmed the fitness for purpose of the curriculum and that annual monitoring and review processes were effective.

C. Quality Assurance Agency

QAA Higher Education Review, March 2015, judgements about standards and quality meet UK expectations (*for full report see [Higher Education Review of the University of Portsmouth, March 2015](#)*³).

D. Others

None.

26. Further Information

Further information may be found in:

- Student Handbook
- University of Portsmouth Curriculum Framework Document
- University of Portsmouth Prospectus
- [University of Portsmouth](#)⁴ and [Portsmouth Business School](#)⁵ websites

³ www.qaa.ac.uk/en/ReviewsAndReports/Documents/University%20of%20Portsmouth/University-of-Portsmouth-HER-15.pdf

⁴ www.port.ac.uk/

⁵ www.port.ac.uk/portsmouth-business-school/