Award title: BA (Hons)

Full Course Title: BA (Hons) Hospitality Management and Leadership – 4 years

23/24

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Awarded by	University for the Creative Arts	
Taught by	University for the Creative Arts/ London College of Contemporary Arts	
Location	Sceptre Court, London	
Language	English	
Duration	4 years Full-time - With Foundation Year	
Entry Criteria	Portfolios are not compulsory for the four-year option – however, if you do have some work, you'd like to share with us, this would be very welcome	
	The standard entry requirements** for this course are:	
	64 UCAS tariff points from accepted qualifications*, or Pass at Foundation Diploma in Art & Design (Level 3 or 4), or Merit, Pass, Pass at BTEC Extended Diploma, or Pass at UALAB Extended Diploma, or 64 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or A minimum of 24 points in the International Baccalaureate, see more information about IB entry requirements	
	And	
	4 GCSE passes at grade A*-C and/or grade 4-9 including Functional Skills English/Key Skills Communication Level 2.	
	Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply. If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.	
	*To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/ ** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.	
Recognition/Accreditation	N/A	

Regulation	The University for the Creative Arts and its courses are regulated by the Office for Students.
	This course has been designed in line with Sector Recognised Standards and reference points, including the Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism
	For further information about how the course is quality assured see UCA's Quality Assurance Handbook.

If you have a passion for the hospitality industry and businesses, the BA (Hons) Hospitality Management and Leadership program may be perfect for you. Our program is designed to equip potential students like you with the skills and knowledge to become successful managers and entrepreneurial leaders in the hospitality sector.

Throughout the program, you will learn about the inter-relationship between leadership and management and how these contribute to efficient decision-making in the hospitality industry. You will also gain a broad and in-depth understanding of the evolving field of Hospitality sector, enhancing your ability to analyse business and organizational strategies to plan and implement new digital technologies for improved guest experiences.

Moreover, we encourage students like you to develop interpersonal and transferable skills that will be relevant to your future roles as leaders and managers. This will enhance your employability and make you stand out in the industry. To achieve this, our course is designed to enable you to identify and analyse appropriate techniques that are applicable in making management decisions at a strategic, tactical, and operational level

You will study on campus for one day, or two evenings a week (depending on your choice of study mode) with a second day online blended learning.

Year 0 (Level 3)

Our Foundation year (Level 3) provides you with the opportunity to develop the appropriate skills, knowledge and confidence to successfully progress into Level 4. In this year you will study four units which are designed to support you to develop your skills and academic practice in the foundation of hospitality management and leadership with particular focus on academic writing, digital competency, communication, research skills, problem-solving, creative thinking and visual as well as innovative and critical thinking. This year is the foundation to support you to specialise in more specific and advanced areas of hospitality management and leadership which can be applied to the creative industries.

Year 1 (Level 4)

In stage 1 of the BA (Hons) Hospitality Management and Leadership program, you will learn about the theoretical concepts and practices used in the current hospitality sector. You will explore the various complexities that hospitality professionals could face and what leadership and entrepreneurial skills and traits are required to make informed decisions in today's unpredictable business environment.

This stage is all about understanding the challenges faced by the hospitality industry and developing the skills to tackle them successfully. You will learn how to apply theoretical concepts to real-world situations and make informed decisions that benefit both the business and the customer.

Overall, stage 1 will provide a solid foundation of knowledge and skills that will prepare us for success in the rest of the program and beyond

Year 2 (Level 5)

Stage 2 of the BA (Hons) Hospitality Management and Leadership program builds on the skills learned in stage 1 by reinforcing knowledge and skills through real-life scenarios. You will work on a live project, addressing complex business problems that managers commonly face in the hospitality industry. This will foster entrepreneurial thinking and applied learning.

Throughout the program, you will leverage digital technology to learn through experiential teaching methods, including data-driven analysis. You will also learn about the importance of data analysis, its management, and how it relates to decision-making in real-life scenarios. You will negotiate your decisions with both internal and external stakeholders and adapt to changes in the micro and macro environment using business simulation techniques.

Year 3 (Level 6)

In stage 3, you will hone your research skills by applying your knowledge to true-to-life business situations and recommending innovative and sustainable solutions to problems within an organization. You will critically reflect on your competencies and evaluate your career prospects for specific management/leadership positions or entrepreneurship within the hospitality sector.

The goal of this program is to develop an agile mindset in hospitality professionals, allowing you to become innovative leaders who can manage hospitality businesses effectively in the post-pandemic world. The course is supported by industry professionals and guest lecturers, giving you the opportunity to learn from experienced leaders in the field. Most

Highlights			principles diversity a Tower Hill, boasts of	of widening participand equality among its adjacent to the iconic To	on that adheres to the ation and encourages s students. Situated at ower Bridge, the campus and top-notch facilities, and student spaces.
			based on e application interdiscipl	experiential pedagogy, e of knowledge. inary collaboration amo	ique learning experience emphasizing the practica The college fosters ong its various schools, om your peers across the
			industry companies focuses or collaborativindustries innovative significant are encour	exposure, with regules, guest talks, and we building employability we workshops particular such as fashion, me business sector. More importance on the hosporaged to develop their so lucrative mid-level mages.	CA is its emphasis on lar visits to relevant vorkshops. The college skills interdepartmental arly within the creative edia, design, and the preover, LCCA places pitality industry, and you skills in this area, which inagerial positions in the
Your Course – Unit by	Unit				
Unit Codes and Titles	Level	Credit Val	ue	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
Year 0					
GBMT3016 Visual Culture	3	30		Core	
Visual culture is central for the local and global of this unit introduces vision thinking and reflection of modern artefacts from appropriate visual and but the control of the unit, you will be control of the unit.	circulation of ideas, info sual culture, an interdis on visual images, their the fields of art, popula business methods.	ormation, ar sciplinary fie context of ar culture, co	nd politics. Id of studies production pmmerce, his	that integrates historic and consumption. Exar story, design and media	cal knowledge, critical mples of traditional and will be explored using
GBMT3017 English for Academic Purposes, Research and Study Skills	3	30		Core	

importantly, this program will provide you with invaluable skills such as problem-solving, creativity, critical thinking analysis, collaboration, risk-taking, and leadership skills

The overall aims of English for Academic Purposes, Research and Study Skills unit are to equip you with the appropriate level of academic literacy, English language proficiency, research, and study skills, required to be successful in your studies at undergraduate level.

This unit will introduce you to academic language, research, and study skills to support your progression to university level study. It will support the development of your academic reflection skills, by reflecting on and redrafting your work using feedback to improve the way you learn or work. Lessons will be a mixture of development and application of academic language, research, and study skills. The topics you will cover include English language, academic writing, critical thinking, Harvard Referencing, primary and secondary research, and basic IT skills required for study.

The unit provides foundational knowledge and understanding of academic language, research, and study skills required for assessments.

GBMT3018 Final	3	30	Core	
Major Project				

This unit will introduce you to the principles of research skills. You will be introduced to a variety of research methods and ways of recording research.

This unit involves exploration of a theme, followed by researching, developing and presenting a self-directed project.

It is an opportunity to make informed choices in your subject focus; research; develop practical ideas and present your project through a suitable medium. This unit will also include the development of professional, real-world skills; and academic study skills; to enable you to organise and manage your workload to meet deadlines and to work independently and within teams.

i				
GBMT3020	3	30	Core	
Introduction to				
Creative Business				

This unit will introduce you to basic business concepts. The unit introduces the following topics: internal and external landscaping, marketing, advertising, social media, and management; giving you the foundational knowledge and understanding in these areas to apply them to future study and assessment. The content will be delivered over 10 weeks with two weeks dedicated to reflection and assessment preparation. The unit aims to introduce you to basic business concepts that can be applied to future units and is essential in the understanding, application and research of business concepts

Year 1 (Level 4)

Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
Year 1				
Introduction to Hospitality – Concepts and Practices	4	30	Core	

This unit provides a framework for understanding the size, scale, and scope of the hospitality industry, both locally and globally. It also explores the purpose of different hospitality organizations, including hotels, restaurants, event venues, and travel companies. By examining the key operations areas, such as marketing, finance, human resources, and operations management, you will gain valuable knowledge about how these areas are managed in the hospitality industry.

maddity					
Global Hospitality	4	30	Core		
Environment					

This unit encompasses a detailed analysis of diverse organisational structures, including for-profit and non-profit entities, and their respective magnitudes and scope, such as micro, SME, global, and transnational organisations. Additionally, the unit examines the intricate relationships between organisations and their varied stakeholders and evaluates how external factors in the wider business environment influence and shape decision-making processes.

Hospitality Marketing and Customer	4	30	Core	
Experience The unit employs a	integrative approach	that combines market	l ing, operations manag	ement, and customer
experience to foster t	he development of hosp	oitality businesses. Mark	ceting and operations m	anagement are crucial
components of this un exceptional customer		te a brand promise that	aligns with customer ex	spectations and deliver
Leadership, and	4	30	Core	
Entrepreneurship in				
Hospitality Industry	a at a decade a standard a second			into and in othersian
their entrepreneurial	venture or leading futu		adership and caters to yon holistic perspective ag, and analytical skills	
Year 2 (Level 5) Unit title; XX credits				
Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
Year 2	-	20	0.00	
Hospitality Finance in Market Context	5	30	Core	
Managing People – Contemporary Issues and Challenges	5	30	Core	
management, and cor You will also explore t	ntemporary issues relate	ed to changes in HR pract of becoming a flexible or	employee relations, em ctices due to the advent rganization with an equa	of artificial intelligence.
Hospitality Business	5	30	Core	
Strategy and				
hotel in the UK. You w	ill work in teams to plan	a strategy for the busine	 you with a hands-on exp ss, and through a succes impact of realistic busine	ssion of decisions, over
Live Creative Events Project	5	30	Core	
In this unit, we will exp			ector, examining the fina product aspects of event	
Year 3 (Level 6)				
Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?

Year 3					
Hospitality Research Project	6	30	Core		
	you with the confidence				
	ger. You will reflect on yo				
	ou to explore and exam		and issues, suggest app	propriate solutions, and	
present evidence to sta	akeholders in an approp	riate format.			
Digital Marketing and	6	30	Core		
Branding					
	In this unit, you will focus on the digital media environment and how it influences culture and consumers, allowing you				
·	king and reasoning skills	that will enhance your a	ability to create lasting b	rands in the hospitality	
sector.					
Sustainable	6	30	Core		
Practices and			00/0		
Planning					
ŭ	nsible practices are no l	onger an option but a ne	ecessity for businesses t	to thrive and contribute	
to a sustainable futur	e. This unit aims to ed	quip you with the know	rledge and understandi	ng of sustainable and	
responsible practices in hospitality businesses and how they are developed and managed in different countries and					
contexts.					
D 15 "					
Personal Branding	6	30	Core		
and Career Planning					

This unit will equip you with the knowledge and skills to critically reflect on your competencies and evaluate your career prospects for specific management/leadership positions or entrepreneurship within the hospitality sector.

You will explore a chosen sector of the industry and identify the necessary skills required for success in that sector.

Who teaches this course?

The new hospitality education course is designed to provide an experiential approach to teaching and bridge the gap between theoretical knowledge and practical application. This is achieved through a combination of experienced teachers and industry partners contributing to the programme. The teaching team comprises professionals with a mix of academic and industry backgrounds, bringing a wealth of knowledge and expertise to the course.

The course director has over 25 years of experience in the hospitality industry, having worked with international hotel brands such as Taj and Hyatt. Her specializations include marketing strategy and planning, events management, and hospitality management consultancy projects.

The senior lecturers and associate lecturers also have diverse qualifications and experiences in their respective fields, including international business management, digital marketing, accounting and finance, and law, along with teaching qualifications.

The teaching team is committed to integrating practice with theory in their pedagogy, offering students a unique opportunity to learn from professionals who are passionate about hospitality and dedicated to providing a high-quality education. With an emphasis on research and experiential practices, students can expect to gain the skills and knowledge needed to succeed in the hospitality industry.

What will learning look like?

Learning and Teaching Strategy

Teaching practices are guided by an aim for you to become self-reflective, engage critically and become independent and resilient people who can engage with your learning in a constructive way. The college follows a blended approach to teaching and learning. Teaching practices will involve discussions on the social, economic, cultural and environmental challenges and will encourage you to find sustainable solutions for the existing problems.

If you have learning difficulties or disabilities, there will be additional support available to you, from Learning Mentors, and unit tutors, where appropriate. Reasonable adjustments will be made for you if you have learning difficulties and disabilities in terms of assessment models and timings. The College has a Reasonable Adjustment Policy and an Extenuating Circumstances Procedure but will utilise those of the University, as advised.

Seminars/ tutorials and workshops with an emphasis on developing new ideas and knowledge and showing how they can be applied to the analysis and solution of practical problems. Guest lecturers provide specialist expertise and report on current issues. In seminars you will be required to produce, present and discuss seminar papers.

Teaching testimonies, debates and concept Trials – You are provided with opportunities to learn from customer testimonies. These are especially helpful to provide better customer insight and enrichment for you. Such practices also help in developing problem solving and critical thinking skills required for current environment.

Project work is an integral part of the course, and will invariably be based on real-life, current issues and cases. Projects may be undertaken on an individual or group basis and are used to apply and integrate ideas in a realistic context, whilst developing research, management and study skills.

Tutorials are used when individual or small group contact is needed. Tutorials are an essential part of team and individual projects, and research project supervision. They may also be used to provide guidance on specific problems.

Live events: Live events are encouraged to help you to develop planning and management skills. This will also help in developing social skills and empathy. This will also assist in understanding multiple perspectives and engaging with other cultures. Real-time decision-making, problem solving, and creative thinking skills can also be developed through such events.

Business simulations: Business simulations will be used as an experiential learning tool where you will learn in a risk free, realistic, virtual business environment. You also assist in practicing business-related skills, such as financial and market analysis and business acumen.

Field trips and study visits provide opportunities to examine Hospitality issues at first hand, discuss them with practitioners and to apply theories and skills in practical circumstances. The course includes a field trip in the UK, and several external study visits. Field trips and study visits are associated with projects and assignments.

Private study includes reading, researching, managing project work, and writing, revising and producing assignments.

All teachers will have a formal teaching observation at least once per year. Link tutors will be able to meet with you to gain your feedback on learning experiences. Learning materials will be available through the VLE at LCCA,

and you will be directed to online learning resources available through the University library

Support for students

The aim is to ensure, where possible, support of personal tutors is provided throughout your student journey to discuss matters relating to your student well-being and academic support. Personal tutors and the Careers & Employability Team will also support you in discussions around your potential or preferred career direction.

You will also be supported by:

- Teaching team for each unit
- Personal academic tutors
- Careers and Employability Services
- Technical support with IT and software
- My UCA a versatile online learning environment
- Induction and ongoing reinduction sessions
- Student Staff Course Boards
- Library and Learning Resources
- Gateway Services including support for finance, regulations, disability and well-being
- LCCA Students' Union

Assessment Strategy

- You will be supported in an evaluation-rich environment with multiple opportunities to learn from formal and non-formal formative feedback and an expectation of constructive self-evaluation. You will engage with a variety of formative assessment opportunities and reflect on all forms of feedback to improve your study methods and future performance.
- All courses will include opportunities for, and support the social learning required for, constructive peer evaluation and will include some forms of assessment that mirror potential industry/sector knowledge and skill requirements, for example: briefing papers, portfolios, pitches, simulations, research projects, in-tray exercises, event management plans.
- Digital technologies will be embedded in the assignment brief, ensuring you work on your digital skills and get involved in self-reflection and timely feedback. Assignment briefs will be inclusive, clearly written and designed to reflect evidence-based practices that support learning to deliver the intended learning outcomes.
- Teaching team and academic mentors will support and encourage you
 to be fully engaged with evaluating your own work through the
 assessment process. Marking and assignment brief standardisation
 process will take place periodically to ensure consistency in delivery
 and feedback to you. Members of the teaching team will be marking
 and will provide feedback that is fair, accurate and timely. There will be
 opportunities for feed-forward through teacher's comments that will
 assist you in improving your learning and performance.
- All written assessments will be submitted through Turnitin. Assignment briefs will be subject to approval by UCA link tutors, as well as externals as required by the school. Assignments will be internally moderated, also available for second consideration by UCA unit tutors.
- All units will have a combination of formative and summative component to check on your student learning. This may be undertaken through group discussions, presentations and project tasks scrutinised by unit tutors. Where you undertake summative assessment, full written feedback will be provided within 4 weeks, or as close to this timeframe as possible.
- Work will also be checked by the externals appointed by the University, and samples of work supplied in advance of any visit.

- Assessments will be devised by the teaching staff to reflect best practice for the programme and sent to the Link Tutor the University for their feedback, and to externals for their approval as appropriate. This is a standard approach utilised by LCCA, and complements the University's quality assurance procedures, to ensure all assessment strategies cover learning outcomes and are at the correct level.
- All assessment will be conducted in accordance with UCA's assessment and feedback policy. Rubrics and other marking documentation will be utilised, as advised by the Unit Leaders. Feedback and timings will be conducted in accordance with the University's Assessment and Extenuating Circumstances policies and procedures.
- All results will be provisional until confirmed by the University's Exam Board, and schedules set to meet UCA's dates.

By the end of the course, you will be able to:

Knowledge and understanding:

LO1 Use critical thinking, problem solving techniques and creative ideas to challenge theoretical concepts and practices in Hospitality and the service sector.

LO2 Critically engage in debates, while challenging previously held assumptions about technological, social, environmental and ethical dimensions of the hospitality sector

LO3 Creatively design, plan, lead, manage and execute practical activities using appropriate digital tools, techniques and procedures while demonstrating high levels of relevant skills

LO4 Critically evaluate the contemporary issue in the hospitality sector, and apply research paradigms, methods/techniques, theories, principles, concepts, and data creatively to explain and solve both familiar and unfamiliar problems related to this issue.

Application

LO5 Critically evaluate data and information and use reflective practices to consolidate graduate attributes and develop a professional profile to become leaders/entrepreneurs within the service sector.

LO6 Critically appraise creative and entrepreneurial solutions and engage with industry leaders and professional communities for proposing sustainable solutions for the hospitality sector

Student Support

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Academic Mentors and the Careers Team will also support students in discussions around their potential or preferred career direction.

You will be supported by:

- Unit leader for each unit
- School support staff
- Personal Academic Mentors
- Careers Team
- Technical support with IT and software
- Canvas a versatile online learning environment
- Induction and ongoing re- induction sessions

Student Staff Course Boards

• Library and Learning Resources

Our approach to employability is to:

Employability is at the core of the course development and is evidenced through overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which will add values to their future employability and enterprising ventures.

You will be developing 21st century skills (creative and critical thinking, collaboration and problem solving) that are required by the industry. Such a combination of teaching and learning will result in developing industry-ready professionals who can lead in challenging work environments.

The curriculum is designed by embedding industry interface through guest lecturers, field visits, experiential workshops and discussion with hospitality professionals.

Some of the units focus on business development and you will do planning and preparation of a hospitality business to pitch ideas to industry collaborators. You will be using business simulations to understand the financial repercussion of a situation and how these can have an impact stakeholder of an organisation.

During the final year you will undertake a research project unit where you will be developing the essential skills required to engage in sustained research in a specific field of study and recommending creative sustainable solutions as consultants.

You will also be working with digital technologies to create your own hospitality events/ventures and creatively present their innovative ideas to industry professionals.

The college has linkages with restaurant consultant/owners, general managers of various hotels and the talent acquisition head, etc. These employers work collaboratively with colleges to bring in industry knowledge to you and open opportunities for final work placement for you, having your own independent ventures while contributing to local communities.

Our Commitments

Sustainability

University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): 'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning, and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. It achieves its purpose by transforming society'.

Equality, Diversity and Inclusion

"Equality, diversity and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike".

Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.

Overall methods of assessment	Written exams:	Practical exams:	Coursework:
Level 0	%	%	100%
Level 4	%	%	100%
Level 5	%	%	100%

Level 6	%	%	100%
Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
Level 0	60% (720 h)	40% (480 h)	0%
Level 4	60% (720 h)	40% (480 h)	0%
Level 5	60%(720h)	40% (480 h)	0%
Level 6	70% (840 h)	30% (360 h)	0%

Additional Course Costs	There may be additional costs if you choose to expand on your experiential learning in the hospitality programme. Any props that you might need for your events unit to explore your learning might incur some charges. You should allocate approx. £120 for field trips.
Equipment/materials recommended	
	We recommend that you bring at least one 1TB hard drive to back up your work.
	A laptop (Mac or PC) and a digital stills camera for research purposes are both recommended.
Visits	
	Visits to restaurants/hotels/exhibitions/tourism fairs can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.