

**Award title: BA (Hons)**

**Full Course Title: Hospitality Management and Leadership – Top Up**

**23/24**

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| <b>Awarded by</b>                | University for the Creative Arts  |
| <b>Taught by</b>                 | University for the Creative Arts/ London College of Contemporary Arts   |
| <b>Location</b>                  | Sceptre Court, London   |
| <b>Language</b>                  | English   |
| <b>Duration</b>                  | 1 year Full-time  |
| <b>Entry Criteria</b>            | <p>Entry criteria and requirements<sup>2</sup></p> <ul style="list-style-type: none"><li>• 240 credits from a relevant degree (including 120 credits at level 4 and 120 credits at level 5), with a minimum mark of 55%.</li><li>• Higher National Diploma HND in a related subject</li><li>• Diploma in Higher Education DipHE in a related subject</li><li>• Foundation Degree in a related subject</li></ul> <p>Application and portfolio to be considered, along with relevant work experience.</p> <p>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.</p> <p><i>* 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.</i></p> <p><i>**To see the accepted QCF qualifications, visit:</i><br/><a href="http://uca.ac.uk/study/accepted-qualifications/">http://uca.ac.uk/study/accepted-qualifications/</a></p> |
| <b>Recognition/Accreditation</b> | N/A   |

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

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 the 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 1 (Level 6)**

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

#### **Highlights**

LCCA is an educational institution that adheres to the principles of widening participation and encourages diversity and equality among its students. Situated at Tower Hill, adjacent to the iconic Tower Bridge, the campus boasts of modern infrastructure and top-notch facilities, including a well-equipped library and student spaces.

At LCCA, you are exposed to a unique learning experience based on experiential pedagogy, emphasizing the practical application of knowledge. The college fosters interdisciplinary collaboration among its various schools, enabling you to share and learn from your peers across the institution.

One of the key strengths of LCCA is its emphasis on industry exposure, with regular visits to relevant companies, guest talks, and workshops. The college focuses on building employability skills interdepartmental collaborative workshops particularly within the creative industries such as fashion, media, design, and the innovative business sector. Moreover, LCCA places significant importance on the hospitality industry, and you are encouraged to develop your skills in this area, which can lead to lucrative mid-level managerial positions in the hospitality sector

#### **Your Course – Unit by Unit**

### **Year 1 (Level 6)**

*Unit title; XX credits*

| <i>Unit Codes and Titles</i>  | <i>Level</i> | <i>Credit Value</i> | <i>Elective/Core</i> | <i>Most popular student choice of optional elective units or elective options in core units?</i> |
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| <i>Year 1</i>   |              |                     |                      |  |
| Hospitality Research Project  | 6            | 30                  | Core                 |  |
| The unit aims to equip you with the confidence to engage in problem-solving and research activities that are part of the function of a manager. You will reflect on your research process engagement and develop fundamental knowledge and skills that enable you to explore and examine workplace problems and issues, suggest appropriate solutions, and present evidence to stakeholders in an appropriate format. |              |                     |                      |  |
| Digital Marketing and Branding  | 6            | 30                  | Core                 |  |
| In this unit, you will focus on the digital media environment and how it influences culture and consumers, allowing you to develop critical thinking and reasoning skills that will enhance your ability to create lasting brands in the hospitality sector.  |              |                     |                      |  |
| Sustainable Practices and Planning  | 6            | 30                  | Core                 |  |
| Sustainable and responsible practices are no longer an option but a necessity for businesses to thrive and contribute to a sustainable future. This unit aims to equip you with the knowledge and understanding of sustainable and responsible practices in hospitality businesses and how they are developed and managed in different countries and contexts.  |              |                     |                      |  |
| Personal Branding and Career Planning   | 6            | 30                  | Core                 |  |
| 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.  |              |                     |                      |  |

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| Who teaches this course? | <p>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.</p> <p>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.</p> <p>The senior lecturers and associate lecturers also have diverse qualifications and experiences in their respective fields, including international business</p> |
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|                                      | <p>management, digital marketing, accounting and finance, and law, along with teaching qualifications.</p> <p>The teaching team is committed to integrating practice with theory in their pedagogy, offering you 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, you can expect to gain the skills and knowledge needed to succeed in the hospitality industry.</p>   |
| <p>What will learning look like?</p> | <p><b><u>Learning and Teaching Strategy</u></b></p> <p>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.</p> <p>If you have learning difficulties or disabilities, you will receive support from Learning Mentors, and additional support from 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.</p> <p><b>Seminars/ tutorials and workshops with</b> 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.</p> <p><b>Teaching testimonies, debates and concept Trials</b> – You are provided 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.</p> <p><b>Project work</b> 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.</p> <p><b>Tutorials</b> 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.</p> <p><b>Business simulations:</b> 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.</p> <p><b>Field trips and study visits</b> 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</p> |

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 re-induction 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 components to check on your student learning. This may be undertaken

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|   | <p>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.</p> <ul style="list-style-type: none"> <li>• Work will also be checked by the externals appointed by the University, and samples of work supplied in advance of any visit.</li> <li>• 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 compliments the University's quality assurance procedures, to ensure all assessment strategies cover learning outcomes and are at the correct level.</li> <li>• 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.</li> <li>• All results will be provisional until confirmed by the University's Exam Board, and schedules set to meet UCA's dates.</li> </ul> |
| <p>By the end of the course, you will be able to:</p> | <p><b><u>Knowledge and understanding:</u></b></p> <p>LO1 Use critical thinking, problem solving techniques and creative ideas to challenge theoretical concepts and practices in Hospitality and the service sector.</p> <p>LO2 Critically engage in debates, while challenging previously held assumptions about technological, social, environmental and ethical dimensions of the hospitality sector</p> <p>LO3 Creatively design, plan, lead, manage and execute practical activities using appropriate digital tools, techniques and procedures while demonstrating high levels of relevant skills</p> <p>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.</p> <p><b><u>Application</u></b></p> <p>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.</p> <p>LO6 Critically appraise creative and entrepreneurial solutions and engage with industry leaders and professional communities for proposing sustainable solutions for the hospitality sector</p> |
| <p>Student Support</p>                                | <p>We aim to ensure, where possible, personal tutors remain with you throughout your degree studies to discuss all matters relating to your student well-being and academic support. Academic Mentors and the Careers Team will also support you in discussions around your potential or preferred career direction.</p> <p>You will also be supported by:</p>   |

Commented [KM1]: leadership?

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|   | <ul style="list-style-type: none"> <li>• Unit leader for each unit</li> <li>• School support staff</li> <li>• Personal Academic Mentors</li> <li>• Careers Team</li> <li>• Technical support with IT and software</li> <li>• Canvas – a versatile online learning environment <ul style="list-style-type: none"> <li>◦ Induction and ongoing re- induction sessions</li> </ul> </li> <li>• Student Staff Course Boards</li> <li>• Library and Learning Resources</li> </ul>   |
| <p>Our approach to employability is to:</p>   | <p>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 you will gain transferable skills which will add values to your future employability and enterprising ventures.</p> <p>You will be developing 21<sup>st</sup> 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 professional who can lead in challenging work environments.</p> <p>The curriculum is designed by embedding industry interface through guest lecturers, field visits, experiential workshops and discussion with hospitality professionals.</p> <p>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.</p> <p>You will also be working with digital technologies to create your own hospitality events/ventures and creatively present your innovative ideas to industry professionals.</p> <p>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 to open opportunities for final work placement for you and all of our students. Your shared experiences also support you in setting up your own independent ventures while contributing to local communities.</p> |
| <p><b>Our Commitments</b></p>   |   |
| <p><b><u>Sustainability</u></b><br/> 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): <i>‘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’.</i></p> <p><b><u>Equality, Diversity and Inclusion</u></b><br/> <i>“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”.</i><br/> Professor Bashir Makhoul, President &amp; Vice-Chancellor, University for the Creative Arts.</p> |   |

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| Overall methods of assessment    | Written exams: | Practical exams: | Coursework:                              |
| Level 6                          | %              | %                | 100%                                     |
| Indicative course learning hours | Independent:   | Structured:      | Placement or Live Professional Activity: |
| Level 6                          | 70% (840 h)    | 30% (360 h)      | 0%                                       |

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| <b>Additional Course Costs</b>         | <p>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.</p> <p>You should allocate approx. £120 for field trips.</p> |
| <b>Equipment/materials recommended</b> | <p>We recommend that you bring at least one 1TB hard drive to back up your work.</p> <p>A laptop (Mac or PC) and a digital stills camera for research purposes are both recommended.</p>  |
| <b>Visits</b>                          | <p>Visits to hotels/restaurant/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.</p>  |