

<b>Module code:</b> MOD004056	<b>Version:</b> 1 <b>Date Amended:</b> 23/Oct/2013
-------------------------------	--

<b>1. Module Title</b>
Hospitality Environment

<b>2a. Module Leader</b>	<b>2b. Department</b>	<b>2c. Faculty</b>
Null	Department of Leadership and Management	Lord Ashcroft International Business School

<b>3a. Level</b>	<b>3b. Module Type</b>
4	Standard (fine graded)

<b>4a. Credits</b>	<b>4b. Study Hours</b>
30	300

<b>5. Restrictions</b>			
<b>Type</b>	<b>Module Code</b>	<b>Module Name</b>	<b>Condition</b>
<b>Type</b>	<b>Module Code</b>	<b>Module Name</b>	<b>Condition</b>
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>			

**LEARNING, TEACHING AND ASSESSMENT INFORMATION**

<b>6a. Module Description</b>
<p>This introductory module is designed to develop a student's understanding of business; scope and organisational structure within the hospitality industry. The students will be introduced to the origins and development of the sector, in addition to enhancing their insight into the wider world of today's hospitality management. Considering business organisations both internally and within the wider external business environment. As the world of hospitality operates within a global environment, the students will also briefly consider the scope of the European and International business operators. Students will develop knowledge and understanding of the external business environment and the influences and constraints these have on hospitality organisations, looking at the key stakeholders both internally and connected to the hospitality sector. The students will describe and identify the differing market segments that make up the hospitality sector. The impact of socio-cultural, technological, ethical, environmental, economic, legal and regulatory influences for hospitality services will be considered within the wider economy. A multi-disciplinary perspective for purposes of analysis will be adopted throughout, and extensive use will be made of up-to-date case study and applied materials. Continuous formative assessment will form part of the students studies, giving them clear preparation for the summative assessment, which will be by a midterm written assignment and a final project. Employability skills; this module is designed to introduce the students to the wider hospitality sector, equipping them with company information and structure, which will help them during the job application process. Skills developed include; working with others, team work, communicating, presenting information, debating and discussing.</p>

<b>6b. Outline Content</b>
- The external business environment in which firms operate - The structure of hospitality organisations; their management and governance, size & scope - The key environmental influences on the sector - Accommodation sector and Rooms division - Types and themes of food and beverage businesses - Retail beverage and Food service sector - Catering: welfare, schools, hospitals

<b>6c. Key Texts/Literature</b>
<p>Key Text (recommended to purchase): Davis, B., Lockwood, A., Alcott, P. and Pantelidis, I. ( 2012) Food and Beverage Management (5th Ed.) Oxford: Routledge Bowie, D and Buttle, F.( 2004) Hospitality marketing – an Introduction Oxford: Butterworth Heinemann Brotherton, B. ( 2000) An Introduction to the UK hospitality industry : a comparative approach Oxford: Butterworth Heinemann Brotherton, B. ( 2003) The International Hospitality Industry : structure characteristics and issues Oxford :Elsevier Butterworth Heinemann Brotherton, B. and Wood ,R. ( 2008 ) The Sage Handbook of Hospitality Management, London: SAGE Cousins, J., Foskett, D. and Short, L. (2002) Food and Beverage Management. (2nd ed.) Pizam, A. ( 2005) International encyclopedia of hospitality management Oxford: Elsevier Butterworth Heinemann</p>
<i>Last Updated:</i>

**6d. Specialist Learning Resources**

Online Databases: Emerald Hospitality and Tourism Index Keynote: Reports for Food and Catering sector Mintel reports: Country Report and Travel and Tourism Analyst Series Newspapers Online Database Journals: International Journal of Contemporary Hospitality Management International Journal of Hospitality Management Cornell Hotel and Restaurant Administration Quarterly Web sites: British Hospitality Association. <http://www.bha.org.uk>

**7. Learning Outcomes (threshold standards)**

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand and review how the hospitality industry is structured, governed and managed;
2	Knowledge and Understanding	Appreciate the key external environmental constraints for the sector;
3	Intellectual, practical, affective and transferrable skills	Identify the key types of hospitality businesses;
4	Intellectual, practical, affective and transferrable skills	Select and apply suitable theoretical tools in order to analyse hospitality organisations.

**8a. Module Occurrence to which this MDF Refers**

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

**8b. Learning Activities for the above Module Occurrence**

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	1 hour of lectures each week
Other teacher managed learning	48	1-4	2 hours of seminars per week
Student managed learning	228	1-4	Ongoing reading, research, review of case studies, and study driven through the VLE.
TOTAL:	300		

**9. Assessment for the above Module Occurrence**

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1,2	40 (%)	Fine Grade	30 (%)
Details:	ASSIGNMENT 3000 WORDS				
<b>Assignment 3000 words</b>					
011	Coursework	1-4	60 (%)	Fine Grade	30 (%)
Details:	FINAL PROJECT 3000 WORDS				
<b>Final Project 3000 words</b>					

**In order to pass this module, students are required to achieve an overall mark of 40%.**

**In addition, students are required to:**

**(a) achieve the qualifying mark for each element of fine graded assessment of as specified above**

**(b) pass any pass/fail elements**