

PROGRAMME SPECIFICATION

1. Key Information

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|---|---|
| Programme Title: | BA (Hons) Hospitality Entrepreneur |
| Awarding Institution: | Buckinghamshire New University |
| Teaching Institution(s): | Buckinghamshire New University |
| Subject Cluster: | Hospitality |
| Award Title (including separate Pathway Award Titles where offered): | BA (Hons) Hospitality Entrepreneur |
| Pathways (if applicable) | |
| FHEQ level of final award: | Level 6 |
| Other award titles available (exit qualifications): | BA Hospitality Entrepreneur Diploma in Higher Education Hospitality Entrepreneur Certificate in Higher Education Hospitality Entrepreneur |
| Accreditation details: | TBC |
| Length of programme: | 3 Years |
| Mode(s) of Study: | Full Time |
| Mode of Delivery: | In person (on-site) delivery |
| Language of study: | English |
| QAA Subject Benchmark(s): | Events, Hospitality, Leisure, Sport and Tourism, November 2019 Business and Management, March 2023 |
| Other external reference points (e.g. Apprenticeship Standard): | Institute of Hospitality Management Standards |
| Course Code(s): | BAHOENFT |
| UCAS Code(s): | TBC |
| Approval date: | March 2024 |
| Date of last update: | |

2. Programme Summary

The BA (Hons) Hospitality Entrepreneur programme is designed to empower you with the knowledge, skills, and mindset required to excel in the dynamic and ever-evolving field of hospitality entrepreneurship. This comprehensive programme combines rigorous academic exploration with practical application, fostering a holistic understanding of the hospitality industry and the intricacies of successful entrepreneurial ventures.

Innovative Entrepreneurial Education: The programme places a strong emphasis on cultivating an entrepreneurial mindset, encouraging you to think creatively, identify opportunities, and transform innovative ideas into viable hospitality ventures.

Blend of Business and Hospitality Expertise: You will gain a solid foundation in both business fundamentals and specialised hospitality knowledge. This dual approach equips you to navigate the complexities of the industry while employing effective business strategies.

Industry-Relevant Curriculum: Our curriculum is developed in collaboration with industry experts, ensuring that you acquire up-to-date insights into the latest trends, emerging technologies, and market dynamics shaping the hospitality landscape.

Practical Application: Practical experiences play a pivotal role in the programme. You will engage in real-world scenarios, from developing comprehensive business plans and implementing innovative guest experiences to managing day-to-day operations of hospitality enterprises.

Ethics and Social Responsibility: The programme emphasises ethical decision-making and responsible entrepreneurship. You will be encouraged to consider the impact of your ventures on the environment, local communities, and the broader society.

Leadership and Collaboration: You will emerge with strong leadership and teamwork skills, enabling you to effectively lead diverse teams and collaborate with stakeholders to drive hospitality ventures to success.

Networking Opportunities: Throughout your journey, you will be connected with industry professionals, entrepreneurs, and mentors, building a valuable network that extends beyond graduation and enhances career prospects.

The BA (Hons) Hospitality Entrepreneur programme is your gateway to a fulfilling career that combines your passion for hospitality with the excitement of entrepreneurship. With a balance of theoretical knowledge, practical skills, and a forward-thinking mindset, our graduates are poised to shape the future of the hospitality industry and create impactful ventures that resonate globally.

The programme is distinct due to the hands-on experience of the teaching staff as well as their research informed approach in preparation of the teaching materials and the many work experience opportunities that are available. Another feature of the programme is the ability for you to interact with senior professionals working in the hospitality industry in form of guest speakers and field trips that bring different cultural perspectives as well as up to date global dimension to your knowledge.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Foster a culture of innovation and entrepreneurship, equipping students with the mindset, creativity, and confidence to identify opportunities, challenge the status quo, and drive hospitality-related ventures (Cultivating Entrepreneurial Mindsets).
2. Provide students with a solid foundation in business principles, enabling them to analyse markets, formulate effective strategies, and make informed decisions that contribute to the growth and sustainability of hospitality enterprises (Developing Strategic Business Acumen).
3. Instil a strong sense of ethics and social responsibility in students, guiding them to develop hospitality ventures that prioritise sustainable practices, inclusivity, and

positive contributions to local communities and the environment (Nurturing Ethical and Social Responsibility).

4. Equip students with specialised knowledge of the hospitality industry, enabling them to understand its various segments, emerging trends, technological advancements, and global dynamics, thus preparing them to address industry challenges and capitalize on opportunities (Fostering Industry-Relevant Expertise).
5. Provide students with hands-on experiences that bridge theory and practice, allowing them to develop practical skills in business planning, operational management, innovation implementation, and effective communication within a hospitality context (Enhancing Practical Application Skills).
6. Nurture students' ability to lead diverse teams, work effectively in cross-functional environments, and collaborate with stakeholders from different backgrounds, reflecting the collaborative nature of the hospitality industry and entrepreneurship (Promoting Collaborative Leadership).

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme you will be able to:

| ID | Learning Outcome |
|-----------|--|
| K1 | Demonstrate a comprehensive understanding of the global hospitality industry, its various segments, trends, challenges, and opportunities. |
| K2 | Acquire in-depth knowledge of essential business concepts, including marketing, finance, operations, human resources, and legal aspects, within the context of the hospitality sector. |
| K3 | Develop a solid grasp of entrepreneurial theories, innovation strategies, and business models relevant to creating, developing, and sustaining hospitality ventures. |
| K4 | Recognise and appreciate the cultural diversity and nuances inherent in the hospitality industry, and understand their impact on customer experiences and business practices |
| K5 | Develop an entrepreneurial mindset to develop business concepts and ideas showing innovation and creativity. |

Analysis and Criticality (C)

On successful completion of the programme you will be able to:

| ID | Learning Outcome |
|-----------|--|
| C1 | Apply analytical techniques to assess market trends, customer preferences, and competitive landscapes, enabling informed decision-making and strategic planning for hospitality enterprises. |
| C2 | Critically assess business ideas, models, and strategies, identifying potential risks, ethical considerations, and areas for improvement to ensure sustainable and responsible entrepreneurship |
| C3 | Demonstrate the ability to identify, analyse, and solve complex problems encountered in hospitality entrepreneurship by employing logical reasoning, creativity, and evidence-based decision-making. |

| | |
|-----------|--|
| C4 | Recognise and acknowledge the full range of stakeholders in making management decisions and critically evaluate their impacts. |
| C5 | Critically reflect on your professional practice and continuing professional development as a hospitality entrepreneur. |

Application and Practice (P)

On successful completion of the programme you will be able to:

| ID | Learning Outcome |
|-----------|--|
| P1 | Develop comprehensive business plans for hospitality ventures, encompassing feasibility studies, financial projections, marketing strategies, operational frameworks, and risk mitigation strategies. |
| P2 | Apply innovative ideas and technologies to create unique hospitality experiences, products, or services that cater to evolving customer demands and market trends. |
| P3 | Execute and manage day-to-day operations of hospitality businesses, optimising resource utilisation, guest satisfaction, and financial performance through effective leadership and operational strategies. |
| P4 | Effectively communicate business ideas and plans to potential stakeholders, investors, and partners, demonstrating the ability to articulate value propositions, growth strategies, and revenue generation models. |
| P5 | Collect, evaluate, interpret and present qualitative and quantitative data to make sound decisions in your entrepreneurial endeavours. |

Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

| ID | Learning Outcome |
|-----------|--|
| T1 | Cultivate strong leadership and team-building skills to lead diverse teams within the hospitality industry, fostering collaboration, motivation, and a positive work environment. |
| T2 | Develop proficient communication skills to interact with customers, employees, investors, and other stakeholders, and establish a strong professional network within the hospitality and entrepreneurial ecosystems. |
| T3 | Adapt to changing market dynamics and navigate uncertainties inherent to entrepreneurship by demonstrating resilience, flexibility, and the ability to pivot business strategies when necessary. |
| T4 | Understand the ethical implications of hospitality entrepreneurship, making socially responsible decisions that contribute positively to local communities, the environment, and the industry as a whole. |
| T5 | Maintain an entrepreneurial spirit in complex and unpredictable internal and external business environments. |

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the

development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through:

- Professional and knowledgeable of current industry practices. You will be provided the opportunity to develop a sense of professional community, culture and identity through a range of applied learning experiences. Through such experiences you will learn the value of effective leadership through partnerships and collaboration.
- Encouragement to achieve excellence in scholarship.
- Being ethical and responsible in your behaviour and attitude. Your learning will be underpinned by issues of sustainability: social, environmental and economic awareness. You will be encouraged to become responsible, socially aware and inclusive in your understanding of business and society as you develop as honest professionals.
- Excellence in personal and professional development and activity. You will recognise the importance of working to high standards to realise and retain excellence and quality in your chosen profession.
- Grounding in an ability to critically analyse issues within your context and develop sound, rational solutions to problems identified. Such confidence will be grounded in ability and competence.
- Encouragement to be creative and innovative. You should be constructive risk-takers: adaptive and forward-thinking with an understanding of existing and emergent industry trends. You will be ambitious and enthusiastic.

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme.

Our admissions policy for undergraduate learners is to consider each applicant on their merits, guided by progressive principles, including a commitment to Buckinghamshire New University's aim of widening access to higher education to non-traditional groups.

Normal requirements for the full-time undergraduate programme include: 88 - 112 UCAS tariff points together with 3 subjects at GCSE grade 4 or C or above, including English Language; BTEC National Certificates and Diplomas or appropriate NVQs or VRQs at Level 3; International qualifications of equivalent standing; Access to Higher Education in a relevant area of study; International Baccalaureate.

In the case of applicants whose first language is not English, IELTS 5.5 overall with 5.5 in all components (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

Mature learner applicants with relevant professional experience and/or qualifications will be considered on an individual basis and may require an interview. If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

As an inclusive university we recognise that applicants who have been out of education for some time may not have the formal qualifications usually required for entry to a course. We welcome applications from prospective learners who can demonstrate their enthusiasm and commitment to study and have relevant life/work experience that equips them to succeed on the programme. We will assess this from the information provided in the application (particularly the personal statement) and may ask the applicant to attend an interview or submit a piece of work to help us decide on the applicant's eligibility for the programme.

5. Programme Structure

Pathway 1 or stand-alone course [add further tables for each additional pathway]

| Level | Modules (Code, Title and Credits) | Exit Awards |
|-----------------------|--|---|
| <p>Level 4</p> | <p>Core modules: BAM4028 The Hospitality Professional (20 credits) (Core) BAM4057 Small Business and Entrepreneurship (20 credits) (Core) BAM4059 The Hospitality Business Idea: Development, Funding and Planning (20 credits) (Core) BAM4058 The Entrepreneurial Business Landscape (20 credits) (Core) BAM4038 Managing People and Culture (20 credits) (Core) BAM4056 Digital Marketing and Communications for Hospitality Entrepreneurship (20 credits) (Core)</p> <p>Option modules: No option modules are available at this level.</p> | <p>Certificate of Higher Education, awarded on achievement of 120 credits at Level 4</p> |
| <p>Level 5</p> | <p>Core modules: BAM5073 Social Entrepreneurship in the Hospitality Industry (20 credits) (Core) BAM5072 Research Methods for Entrepreneurs (20 credits) (Core) BAM5069 Building the Brand (20 credits) (Core) BAM5074 The Hospitality Enterprise Game (20 credits) (Core)</p> <p>Option modules: Choose modules to the total of 40 credits: BAM5040 Sustainable Hospitality Management (20 credits) BAM5041 Innovation and Technology in Hospitality (20 credits) BAM5071 Contemporary Issues in Hospitality Entrepreneurship (20 credits) BAM5070 Business Ethics and Governance in the Hospitality Industry (20 credits)</p> | <p>Diploma of Higher Education, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5</p> |

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|-----------------------|--|--|
| <p>Level 6</p> | <p>Core modules: BAM6041 Financial Management and Decision-making for Entrepreneurs (20 credits) (Core) BAM6029 Leadership for Hospitality (20 credits) (Core) BAM6040 Entrepreneurial Business Project (40 credits) (Core)</p> <p>Option modules: Choose modules to the total of 40 credits: BAM6034 Critical Issues in the International Hospitality Industry (20 credits) BAM6035 Global Entrepreneurship in Hospitality (20 credits) BAM6042 The Hospitality Family Business (20 credits) BAM6037 Intercultural Management in Hospitality (20 credits)</p> | <p>Ordinary Degree, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5</p> <p>Honours Degree, awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6</p> |
|-----------------------|--|--|

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject are

6. Learning, Teaching and Assessment

Learning and teaching

BA (Hons) Hospitality Entrepreneur aims to provide a balanced programme of study that equips you with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates. The programme is underpinned by classroom-based, in-person teaching of current theory, concepts, and research, delivered through a blend of lectures, interactive seminars and workshops, small-group activities and debates and supported at every stage by e-learning material. Throughout the three levels of study, you will be encouraged and enabled to form relationships with external partners including local, regional, national and international, to build networks in the longer term and essential vocational knowledge and experience in the shorter term.

The Learning and Teaching Strategy follows the following pattern:

Level 4: introduction of academic and research skills; formative assessment to identify study skills issues; coursework to test understanding of key concepts and theories; understanding of sectoral structures, issues; and management and market issues. Employability and work-based skills are developed and assessed through all modules at Level 4. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, specialist inputs from support services. Blackboard is used to support students by posting lecture notes, academic and popular articles, seminar case studies, wikis, blogs, discussion forums to monitor formative assessment, details of course work and other announcements.

Level 5: continues to develop academic and research skills, especially in logical thinking, evidence gathering and interpretation; exams seek students to apply theories to case studies; employability and work-based skills and knowledge are developed and assessed through the modules at this level. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars, specialist inputs from support services. Blackboard is used to support students by posting lecture notes, academic and popular articles, seminar case studies, details of course work and other announcements.

Level 6: seeks to encourage more self-managed learning through the research / management report/primary research report and links may be made to the students' work experience in these. The modules are typically more class based in that they require students to use theory to critically examine certain issues and topics. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars. Blackboard will be used to provide supportive material and to communicate with students via announcements.

Assessment

The assessment instruments in all cases will be contextualised to enable you to engage in both formative and summative developments in relation to hospitality and related entrepreneurship theories and to practical settings. The assessment of vocational knowledge and skills is central to the assessment strategy for the programme, but the assessment process also focuses on the development of the academic skills of research, critical analysis, evaluation and synthesis. There are different forms of assessment appropriate to the learning outcomes of the modules and facilitate students making links between theory and practice,

with a focus on developing practice, where applicable. All modules will include feedforward opportunities and ample time for assessment preparation; feedback on all assessments will place emphasis on progression.

Assessment tools will encourage the development of a range of skills identified by employers as being critical to success within the industries and as such the use of group work, presentations and role plays are considered keyways of enabling learners to gain real insight into working within the various industries and sectors.

Given the nature of the programme and the potential job-roles learners will aspire to, group work as a means of assessment on the programme is appropriate and valid to encourage learners to develop the skills they will ultimately need to possess for success. For this reason, group work is used as an element of assessment in several modules during the programme of study. Group work plays an important part in the overall skills development and links directly to the industry the programme relates to. As part of the group work process learners will explore and evaluate their performance and the issues faced in participating in group work within the relevant modules.

Contact Hours

You can expect to receive a minimum of 12 hours of scheduled learning activities per week. This may include lectures, seminars, workshops, practical sessions, or placement hours. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of students and course administration
- Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
 - Events, Hospitality, Leisure, Sport and Tourism, November 2019
 - Business and Management, March 2023
- The Institute of Hospitality Management Standards
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy, Thrive 2028

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

| Subject Benchmark Statement / Apprenticeship Standard: | Knowledge and understanding (K) | | | | | Analysis and Criticality (C) | | | | | Application and Practice (P) | | | | | Transferable skills and other attributes (T) | | | | |
|---|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|
| | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| 6.6 An honours graduate in hospitality is able to critically analyse and evaluate the defining characteristics of hospitality as a phenomenon, including being able to: | x | x | x | x | | x | x | | x | | x | | x | x | x | x | | | x | x |
| i critically reflect upon the origin, meanings and development of hospitality management and leadership | | | | | | | | | | | | | | | | | | | | |
| ii analyse and reflect on the different cultural concepts of hospitality | x | x | x | x | x | x | x | x | x | | x | | x | x | x | x | | | x | x |
| iii demonstrate a critical awareness of the boundaries of hospitality. | x | x | x | | x | x | x | x | x | | x | | x | x | x | x | x | | x | |
| 6.7 An honours graduate in hospitality is able to use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | x | x | x | x |

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|---|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|
| | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| problems in the core areas of hospitality, including being able to: | | | | | | | | | | | | | | | | | | | | |
| i operate and manage human and technical resources | | | | | | | | | | | | | | | | | | | | |
| ii apply theory to the solution of complex problems within the core areas of hospitality | X | X | X | X | X | X | X | X | X | X | X | | X | X | X | X | X | X | X | X |
| iii analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation. | X | X | X | X | | X | X | X | X | | X | X | X | X | | X | X | X | X | X |
| 6.8 An honours graduate in hospitality is able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: | X | X | X | X | X | X | X | X | X | | X | X | X | X | X | X | X | X | X | X |
| i operations management | | | | | | | | | | | | | | | | | | | | |
| ii finance and management accounting | X | X | X | X | | X | X | X | X | | X | X | X | X | X | X | X | X | X | X |

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|--|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|
| | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| iii human resources and organisational behaviour | x | x | x | x | | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| iv services marketing, digital marketing and consumer behaviour | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| v information systems and technology | x | x | x | x | | x | x | x | x | | x | | x | x | x | x | x | x | x | x |
| vi strategic management. | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| 6.9 An honours graduate in hospitality is able to analyse and evaluate the business environment and its impact on the hospitality industry, including being able to: | x | x | x | x | | x | x | x | x | | x | x | x | x | | x | x | x | x | x |
| i display an insight into the structure of the hospitality industry and the contribution that it makes to the global economy | | | | | | | | | | | | | | | | | | | | |
| ii analyse and reflect upon the environmental influences and sustainability issues which impact on hospitality organisations | x | x | x | x | | x | x | x | x | x | x | x | x | x | | x | x | x | x | x |
| iii evaluate the factors which influence the development of organisations operating within the hospitality industry | x | x | x | x | | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |

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|--|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|
| | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| iv review and analyse the political, technological, social, and economic factors which affect the supply of and demand for hospitality. | x | x | x | x | x | x | x | x | x | x | x | x | x | | | x | x | x | x | x |
| 6.10 An honours graduate in hospitality is able to recognise and value the centrality of the hospitality consumer and meet and respond to their needs, including being able to: i understand and apply the theories and concepts underpinning consumer behaviour within the hospitality context | x | x | x | x | x | x | x | x | x | x | x | | | x | x | x | x | x | x | x |
| ii analyse the needs and expectations of different hospitality consumers and develop appropriate responses | x | x | x | x | x | x | x | x | x | x | x | | | x | x | x | x | x | x | x |
| iii analyse the quality of the service encounter and its impact on the hospitality consumer and the service provider. | x | x | x | x | x | x | x | x | x | x | x | | | x | x | x | x | x | x | x |

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|--|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|
| | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| 6.11 An honours graduate in hospitality is able to identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders, such as: | x | x | x | x | x | x | x | x | x | x | x | | x | x | | x | x | x | x | x |
| i hospitality consumers | | | | | | | | | | | | | | | | | | | | |
| ii hospitality employees | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | x | x | x | x |
| iii hospitality organisations | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| iv government and external agencies. | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | x | x | x | x |
| | | | | | | | | | | | | | | | | | | | | |
| 4.5 On graduating with an honours degree in Business and Management, students will have demonstrated: | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| • knowledge and understanding: knowledge and understanding of the key areas of business and management, the relationships between these and their application | | | | | | | | | | | | | | | | | | | | |

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|---|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|
| | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| • skills: competence within the range of subject-specific and generic skills and attributes | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | x | x | x | x |
| • critical perspective: a view of business and management which is predominantly influenced by guided learning with some evidence of critical perspective | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | x | x | x | x |
| • application: the skills and abilities to apply knowledge in a contemporary organisational environment | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| • values: a capacity to practise the values of global social responsibility. | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |

Mapping of Programme Learning Outcomes to Modules

| Programme Learning Outcome | Knowledge and understanding (K) | | | | | Analysis and Criticality (C) | | | | | Application and Practice (P) | | | | | Transferable skills and other attributes (T) | | | | | |
|---|---------------------------------|----|----|----|----|------------------------------|----|----|----|----|------------------------------|----|----|----|----|--|----|----|----|----|----|
| | Module Code (Core) | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 | C5 | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| Level 4 | | | | | | | | | | | | | | | | | | | | | |
| BAM4028 The Hospitality Professional | X | | X | X | X | X | X | X | X | X | X | | | X | X | X | X | X | X | X | |
| BAM4057 Small Business and Entrepreneurship | X | | X | X | X | X | X | X | X | X | X | | | X | X | X | X | X | X | X | |
| BAM4059 The Hospitality Business Idea: Development, Funding and Planning | X | | X | X | X | X | X | X | X | X | X | | | X | X | X | X | X | X | X | X |
| BAM4058 The Entrepreneurial Business Landscape | X | X | X | X | | X | X | X | | X | X | X | X | X | X | X | X | X | X | X | X |
| BAM4038 Managing People and Culture | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | | X | X | X |
| BAM4056 Digital Marketing and Communications for Hospitality Entrepreneurship | X | | X | X | | X | X | X | X | X | X | | | X | X | X | X | X | X | X | |
| Level 5 | | | | | | | | | | | | | | | | | | | | | |
| BAM5073 Social Entrepreneurship in the Hospitality Industry | X | X | X | X | X | X | X | X | X | X | X | | | X | X | X | X | X | X | X | X |
| BAM5072 Research Methods for Entrepreneurs | X | | X | X | X | X | X | | X | X | X | | | X | X | X | X | X | X | X | X |
| BAM5069 Building the Brand | X | X | X | X | X | X | X | X | X | X | X | | | X | X | X | X | X | X | X | |
| BAM5074 The Hospitality Enterprise Game | X | X | X | X | | X | X | | X | X | X | | | X | | X | X | X | X | X | |
| Level 6 | | | | | | | | | | | | | | | | | | | | | |
| BAM6041 Financial Management and Decision-making for Entrepreneurs | X | | X | X | | X | X | | X | X | X | X | X | X | X | X | X | X | X | X | |
| BAM6040 Entrepreneurial Business Project | X | X | X | X | X | X | X | X | X | X | X | | | X | X | X | X | X | X | X | X |

| | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|---|---|---|---|--|---|---|---|---|---|---|--|---|---|---|---|---|---|---|--|
| BAM6029Leadership for Hospitality | x | x | x | x | | x | x | x | x | x | x | | x | x | x | x | x | x | x | |
|-----------------------------------|---|---|---|---|--|---|---|---|---|---|---|--|---|---|---|---|---|---|---|--|