

# Programme Specification

<b>Programme Title and Name of Award</b>	University Award Hotel General Management		
<b>Academic Level</b>	7	<b>Total Credits</b>	40
<b>Professional Body Accreditation / Qualification</b>	N/A		
<b>Date of Professional Body Accreditation</b>	N/A	<b>Accreditation Period</b>	N/A
<b>UCAS Code</b>	Not applicable		
<b>HECoS Code</b>	100100 Tourism Management		
<b>Criteria for Admission to the Programme</b>	<p>The University's standard criteria for admissions apply. Please refer to the <a href="#">Applicant Information pages of the University website for more information</a>. For APL, please refer to the <a href="#">University website</a>.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage: <a href="https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/hotel-general-management-/">https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/hotel-general-management-/</a> The following additional requirements apply for entry to this programme: Applicants must have at least one year in a senior leadership role to meet the entry criteria.</p>		
<b>Teaching Institution</b>	UoC		
<b>Owning Institute</b>	Institute of Business, Industry and Leadership		
<b>Programme delivered in conjunction with</b>	N/A		
<b>Principal Mode of Delivery</b>	Blended Learning		
<b>Pattern of Delivery</b>	This programme is available as CPD on a one-week residential basis and is subject to demand. (See Programme Delivery Structure later in the document).		
<b>Delivery Site(s)</b>	Ambleside		

<b>Programme Length</b>	1 month (includes a 1 week residential).
<b>Higher Education Achievement Report (HEAR)</b>	Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).
<b>Exit Awards</b>	N/A
<b>Period of Approval</b>	January 2020 – December 2024
<p>This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage: <a href="https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/hotel-general-management/">https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/hotel-general-management/</a></p>	

### Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

### Programme Features

This unique post-graduate University Award in Hotel General Management has been designed in consultation with our industry partners to provide you with the opportunity to gain recognition for your expertise as a senior leader in the international hospitality industry. Applicants with a minimum of one year as a leader operating at a strategic level within the business can also qualify for the City and Guilds Hotel General Manager badge, an internationally recognised global certification for the hospitality industry.

Located at our Ambleside Campus, you will have the opportunity to study at the only UK campus located in both a National Park, and a UNESCO Heritage site, with the regional visitor economy providing opportunities for the study of hotel management in an internationally recognised tourism destination. The course combines an online team simulation, industry site visits and input from

senior experts in industry and academia to provide you with insights into best practice and the opportunity to engage with industry professional from some of the most innovative and creative businesses in the world.

As a post graduate university award that focuses on real world learning you will be able to demonstrate your in depth industry knowledge, your creative thinking, strategic decision making skills and the ability to lead and drive sustainable practices that have a positive and lasting effect on your organisation.

The key features of your programme include:

*Flexible study* – The combination of online support and a one-week residential at Ambleside minimises the impact on your work commitments.

*Contextualised Learning and Industry Engagement* – The course is delivered at Ambleside by academic and industry experienced staff. Guest lectures and site visits are embedded into programme of study and case study material is directly linked to industry.

*Contextualised Assessment* – All assessment is designed for real world application, utilising subject specific 'toolkits' and frameworks that can be considered in the context of your own work experience.

*International Recognition* – The programme has been mapped against the City and Guilds Hotel General Manager Badge providing you with a university award and international recognition as a leader of industry.

On successful completion of the University Award you can choose to further progress your studies by registering for a PG Cert, PG Dip or MBA in a related subject area.

## **Aims of the Programme**

The overall aims of the Programme are:

At level 7 the programme aims are as follows:

1. To provide you with a specialised programme of applied study that deepens your knowledge and understanding of contemporary hotel management.
2. To encourage your confident expression and sophisticated understanding of critical theories and debates in the hotel industry, helping you to appraise the value of their application in real world situations.
3. To develop your advanced subject specific and transferable skills allowing you to function competently and effectively as a senior leader in the international hotel industry.

## **Level Descriptors**

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 7 (Usually Master's level), you will be able to demonstrate that you have the ability:

- To display a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice.
- Employ advanced subject-specific and cognitive skills to enable decision-making in complex and unpredictable situations.
- Generate new ideas and support the achievement of desired outcomes
- Accept accountability for decision making including the use of supervision
- Analyse complex concepts and professional situations by means of synthesis of your personal and work-place reflection and data drawn from scholarship and research in the field.

### **Programme Outcomes – Knowledge and Understanding**

The programme provides opportunities for you to develop and demonstrate the following:

#### **After 40 credits of study (University Award) you will be able to demonstrate:**

- K1.** Relevant knowledge and understanding of organisations and the external context in which they operate.
- K2.** Management and leadership skills necessary to shape the dynamic and organic changes within the hotel industry.
- K3.** Reflective learning and application of knowledge based on your prior industry experience and peer-to-peer discussion.

### **Programme Outcomes – Skills and other Attributes (including Employability Skills)**

The programme provides opportunities for you to develop and demonstrate the following:

#### **After 40 credits of study (University Award) you will be able to demonstrate:**

- S1.** Excellent communication skills, both written and verbal, clearly and confidently expressing complex information and ideas in a variety of formats.
- S2.** Effective performance within a team environment and the ability to recognise and use individual contributions to negotiate with, persuade or influence others.
- S3.** The critical and creative thinking associated with managing hotel operations in order to design and justify appropriate and sustainable solutions that contribute to the strategic direction of the business.

### **External and Internal Reference Points**

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

While priority has been given to the QAA Subject Benchmark Statement for Masters Degrees in Business and Management (2015) which cover both generalist and specialist programmes including

MBA Awards, reference has also been made to the QAA Subject Benchmark Statement for Events, Hospitality, Leisure Sport and Tourism (2016) as sourced from the [QAA website](#): -

[QAA Subject Benchmark Statement for Masters Degrees in Business and Management \(2015\)](#)

[QAA Subject Benchmark Statement for Events, Hospitality, Leisure Sport and Tourism \(2016\)](#)

[University of Cumbria Strategic Plan](#)

[University of Cumbria Learning, Teaching and Assessment Strategy](#)

[University of Cumbria Regulations and Academic Procedures and Processes](#)

## Graduate Prospects

As a practical and contemporary programme of learning at leadership level the University Award in Hotel General Management has been designed for you as an industry professional, to build on your previous relevant education and work experience. The specific focus of the programme is to enhance your existing knowledge and provide you with the key skills and competencies associated with the successful leadership of businesses in the hotel industry. On successful completion of the award you should be able to progress your career to the next level of management either within your existing organisation, or in a larger, more complex company. Alternatively, you can choose to continue with your studies and register for a PG Certificate, a PG Diploma or a full Masters level/ MBA qualification in a similar field of study.

## Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

As an industry professional, studying at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning, whether encountered on campus, at a distance, or in the workplace. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

### Learning and Teaching

The approach to learning and teaching on the University Award is aligned with the UoC vision of being:

*"recognised as a catalyst for individual and regional prosperity and pride with national and international relevance, reach and impact",*

and the LTA Strategy (2017-22) themes and aims that focus on the development of graduate employability and the creation of a professionally relevant learning environment for both you as a learner, and the team involved in the delivery of the programme. To that end the programme adopts a philosophy of applied learning that impacts on teaching, learning and assessment in terms of the approach to:

*Curriculum Design* – innovative and 'transformational' approaches to teaching and learning have been embedded as far as possible into the programme design to create a distinct offer relevant to

the development of your employability and your ability to make a positive contribution to the leadership and long-term success of business.

*Programme delivery* – the programme is delivered in a blended learning format that combines online and a face to face residential delivery to minimise the impact on your work and family commitments. This ensures that you have the opportunity to explore the areas covered in the programme prior to the face to face delivery and then to reflect on these prior to submission of your final assessments.

*Programme content* – draws on guest speakers, site visits, case study material and examples of industry best practice providing you with a holistic and strategic view of the challenges to hotel management.

*Learner support* – you are supported to develop your own learner identity, allowing you to bridge the gap between academic thinking and real-world experience. The tutor's role is central to that support and the creation of an online discussion forum for both the programme and the individual modules that will ensure you have ready access to peer and academic support throughout your programme of study.

This philosophy allows you to develop your critical thinking, problem solving, interpersonal and creative skills giving you the 'tools' with which to demonstrate your leadership capabilities and maximise your career potential. In 'transformational' terms this reflects current thinking in the field of hotel management, which calls into question the more traditional views of sustainability, strategic planning and approaches to managing hotel operations at both a local and global level. The application of theoretical constructs in real-world environments ensures that assessments are appropriately challenging at level 7 and promote the critical, analytical and creative thinking you need to function effectively as an industry leader.

The programme is delivered at our Ambleside campus providing you with access to a range of teaching and learning facilities and support mechanisms. The nature of the programme also requires an element of online support that is managed through the UoC VLE (Blackboard).

### **Summative and Formative Assessment**

As indicated in the Programme Delivery Structure provided later in the document the University Award provides you with innovative assessments that are applied in nature and can be considered in the context of your current career. All assessment draws on current academic and real world thinking, ensuring your engagement with industry partners and the potential to develop your employability in terms of key skills and knowledge.

The combination of industry input that is embedded through visits and guest lecturers, the research experience of the tutors, and your professional opinion and expertise provides the relevance and the reality of your programme experience. Academic support and guidance throughout the duration of your programme ensures that you are provided with a number of opportunities for summative and formative feedback with the provision of constructive comments intended to enhance your assessment performance going forward.

## **Student Support**

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As an industry professional studying at the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported

to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

### **Induction**

The University Award is a professional development qualification aimed at leaders and future leaders of industry and delivered in a blended learning format. Online material is available through the university Blackboard site and face-to-face content is provided as part of a 5-day residential at our Ambleside campus. Your induction will be available in an online format, providing an introduction to the course and the teaching team and advice on research and IT skills to support your learning. You will also have access to the University Head Start Plus programme to support the development of your academic research and study skills. In addition, you will be supported via the programme page on Blackboard that will provide key information on programme timings, key contacts and links to university library and support systems. Two evenings on the residential will include networking events with the team and other industry professionals to create and foster a collaborative and supportive learning community.

### **Personal Tutoring**

You will also be allocated a Personal Tutor. Your Personal Tutor will be based at the Ambleside campus and will be proactively involved in the delivery of your programme and have contact with you throughout your time at the University. They will support your learning and development, through tutorials, progress reviews and other support as outlined in the Personal Tutoring Policy. When you are off campus your personal tutor can be contacted by email or skype.

### **Personal and Professional Development Planning**

Personal & Professional Development Planning (PPDP) is embedded into the programme design in terms of industry engagement and assessment. In order to document your progress through the course of the programme you will be able to access a personal Pebblepad site that covers the programme skills and knowledge and allows you to evidence your development and reflect on your personal and professional growth. The programme team will support you to build a portfolio of work as you complete each module, evidencing your personal learning journey and subject knowledge for future use in your career.

### **Library and Academic Support (based in Information Services)**

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading and resource lists are current and items are available via the library discovery tool OneSearch. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of electronic and print content using [OneSearch](#) and you can find out more about key texts, databases and journals for your subject by accessing the library's subject resources webpages. Where appropriate, module reading and resource lists will be made available to you electronically using the University's online reading and resource list system.

The [Skills@Cumbria](#) service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Library and Academic Advisors. It includes a suite of online self-help resources accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual. Visit [skills@cumbria](#) for more details.

### **IT and Technical Support**

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent [facilities we have available](#). Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The [Student Hub is](#) your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the [website](#) and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

### **Student Support Services**

Student Support Services offer a wide range of support, including: careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We also offer mentoring by trained students which you can request at any point during your studies. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the [website and/or via the Student Services guidance tile on the Student Hub](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

### **Preparing for Postgraduate Study**

This online pre-entry Master's level course is available free of charge through the Open Education Platform powered by Blackboard, as is Head Start Plus. It provides a useful insight into the academic requirements of study at postgraduate level and is recommended to students who are about to start their PG qualification.

To access the course simply follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

### **Mature Students' Events**

Whether it is a coffee morning, lunchtime gathering or a social event, there are events happening throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

### **Help is at Hand Events**

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and give you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

### **Career Ahead+**

Career Ahead+ is the University of Cumbria's Employability Award. Completing Career Ahead+ will help you recognise and develop your skills, providing a greater opportunity for you to get the job you want when you graduate. The award is based on what employers look for in an ideal candidate, in relation to skills, knowledge and experience. You will be supported with career direction, gaining experience, and providing all the skills needed to complete the perfect application and be successful in that all important job interview. Contact [careerahead@cumbria.ac.uk](mailto:careerahead@cumbria.ac.uk) or visit [www.cumbria.ac.uk/careerahead](http://www.cumbria.ac.uk/careerahead) for more information.

<b>Programme Curriculum Map – University Award Hotel General Management</b>					
<b>Academic Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Module Status*</b>	<b>Programme Outcomes achieved</b>
7	TOUR7021	Strategic Hotel Management	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7022	Sustainable Supply Chain Management	20	Compulsory	K1, K2, K3, S1, S2
<b>Notes</b>					
<p>This programme operates in accordance with the University’s Academic Regulations and Academic Procedures and Processes.</p> <p>There are no optional modules available as part of the University Award and students must successfully complete all modules of study in order to qualify for the award.</p> <p>Students can choose to withdraw from their programme of study at any stage and will be eligible for a transcript of credit for each module passed.</p>					

<b>* Key to Module Statuses</b>	
Core Modules	Must be taken and must be successfully passed
Compulsory Modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)
Optional Modules	Are a set of modules from which you will be required to choose a set number to study. Once chosen, it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)
Qualificatory Units	These are non- credit-bearing pass/fail components that are used to satisfy relevant professional, statutory or regulatory body professional requirements that are associated with the programme

<b>Programme Delivery Structure: University Award Hotel General Management</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>CPD - Throughout the Year</b>		
TOUR7021	Strategic Hotel Management	February May August November	Portfolio (100%)	March June September Dec
TOUR7022	Sustainable Supply Chain Management	February May August November	Report (100%)	March June September December
<b>Students Exiting at this point with 40 credits would receive a University Award Hotel General Management</b>				

## Methods for Evaluating and Improving the Quality and Standards of Learning

<p><b>Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods</b></p>	<ul style="list-style-type: none"> <li>• Module Evaluation</li> <li>• Programme Validation and Periodic Review</li> <li>• Annual Monitoring</li> <li>• Peer Review of Teaching</li> <li>• External Examiner Reports</li> <li>• Student Success and Quality Assurance Committee</li> </ul>
<p><b>Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.</b></p>	<ul style="list-style-type: none"> <li>• Staff Student Forum</li> <li>• Module Evaluation Forms</li> <li>• Programme Evaluation: National Student Survey, UK Engagement Survey</li> <li>• Module/Programme/Personal tutorials</li> <li>• Meetings with External Examiners</li> </ul>

<p><b>Date of Programme Specification Production:</b></p>	<p>16<sup>th</sup> September 2019</p>
<p><b>Date Programme Specification was last updated:</b></p>	<p>N/A</p>
<p><b>For further information about this programme, refer to the programme page on the University website</b></p>	

<p><b>The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK</b></p>	
<p><b>Is the placement requirement more than 50% of the programme?</b></p>	<p>No</p>
<p><b>If yes, what % of the programme is the placement requirement?</b></p>	<p>N/A</p>
<p><b>If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or Regulatory Body (PSRB) or Department of Education requirements?</b></p>	<p>No</p>