



LEEDS
BECKETT
UNIVERSITY

Course Specification

**PG Diploma International
Hospitality Management
Code: PIHMD**

2021/22

leedsbeckett.ac.uk

PG Diploma International Hospitality Management (PIHMD)

Material Information Summary for 2021/22 Postgraduate Applicants

Confirmed at March 2021

General Information

Award	Postgraduate Diploma International Hospitality Management
Contained Awards	Postgraduate Certificate International Hospitality Management
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 7 of the Framework for Higher Education Qualifications, with 120 credit points at Level 7 of the Higher Education Credit Framework for England
Course Lengths & Standard Timescales	<p>Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance:</p> <ul style="list-style-type: none">• 12 months (full time)• 20 months (part time)
Part Time Study	<p>PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.</p>
Location(s) of Delivery	Headingley Campus, Leeds
Entry Requirements	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning.</p> <p>Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.</p>
Course Fees	<p>Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.</p>

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director	Dr Alexandra J Kenyon
Your Academic Advisor	Kevan Burke
Your Course Administrator	Tom Greasley hospitality@leedsbeckett.ac.uk 0113 812 1824

Course Overview

The PG Diploma in International Hospitality Management has been designed for those who do not wish to undertake a full MSc including a research project (a dissertation) but wish to benefit from the taught and consultancy project to further their career aspirations or fit with work and/or other constraints.

The Diploma course offers students an opportunity to gain the skills and knowledge required to develop careers at a senior level in the hospitality industry which will build on their undergraduate degree and/or professional experience. The course will prepare students to be effective hospitality leaders and decision makers by giving them the opportunity to evaluate and apply concepts, theories, models, global trends that affect the hospitality industry and international developments from, though not exclusively, academic disciplines such as strategic management, experiential marketing, human resource management and operations.

The Diploma course, therefore, will be appealing to students that have a first degree in hospitality management, students whose first degree is not in hospitality management who now aspire to a career in hospitality, for persons who do not have an undergraduate degree but have hospitality experience and/or are currently working in the hospitality industry.

The PG Diploma in International Hospitality Management will also provide opportunities for students to develop a portfolio of work which will exemplify their transferable critical and evaluative skills. Additionally, through real-world cases, research and by meeting and working with the hospitality industry students will be cognisant of the global and local challenges that affect the hospitality industry at strategic level. Students will also be able to enhance their ability to research complex situations, think strategically and propose solutions for the hospitality industry.

Aims

The aims of the PG Diploma International Hospitality Management course are:

- To research a range of management concepts including strategy, marketing, human resources and operations and apply them within an international context.
- To develop an in-depth critical awareness of the current and future international and local political, social, cultural, environmental, economic and ethical forces that inform hospitality leaders and enable them to drive hospitality businesses and/or industry forward.
- To equip students with the skills to develop and critically evaluate valid and reliable methods of enquiry and/or instruments to collect and analyse data.

Course Learning Outcomes

At the end of the course, students will be able to:

1. Critically apply management concepts to international hospitality organisations.
2. Demonstrate a critical awareness of current issues in the international hospitality industry which is informed by research and practice.
3. Critically examine and evaluate the impact current and future forces have on the international hospitality industry.
4. Apply key academic concepts to a range of complex situations and investigate contemporary issues facing international hospitality operations and management.
5. Evaluate complex strategic issues facing international hospitality organisations and develop appropriate responses to these issues.
6. Develop methods of research and enquiry to enhance knowledge within the international hospitality industry.

Teaching and Learning Activities

Summary

Teaching methods used within the course are diverse and provide variety to the student learning experience; students will attend lectures and participate in small-group seminars, workshops and tutorials.

Each module will normally involve a total of 36 hours of contact. In support of their studies, students will also conduct their own research on the topics in question, consult digital and other information resources and complete directed readings and other tasks. Teaching activities have been selected to represent a challenging and stimulating diet of activities for the student. The following learning and teaching activities will be used across the modules:

- Students will attend interactive lectures where they will be expected to contribute having done some preparatory reading in advance;
- Students will participate in tutorials where they will work in small groups to engage with learning activities;
- Students will work independently to research the relevant literature predominantly using electronic databases and search engines;
- Students will complete directed activities and formative assessments which will inform the content of scheduled sessions, providing opportunities for feedback;
- Examples of classroom activities include: seminar discussions around contemporary issues and group activity evaluating global, national and local issues that hospitality businesses are immersed in, driven by and can transform;

- External visits to hospitality businesses and guest industry speakers to provide ‘real world’ context that will support understanding of key issues, concepts and theories.

These activities are shown in Module Handbooks which are uploaded to the Virtual Learning Environment (VLE) known as MyBeckett. Individual and group learning contracts may be used within the course, where appropriate, as a method of planning student work.

We will support you to achieve the learning outcomes of your course and its constituent modules through any means available to us but recognise the value of face-to-face contact in enabling your learning experience. As such, we will place an emphasis on face to face contact to the extent that public health guidance allows, finding an appropriate balance between on-line, face-to-face and blended teaching and learning activities that both fully supports you and keeps you safe as the current pandemic situation develops.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Full Time:

Level 7

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Exploring Hospitality (20 credits)	Y	Consultancy Project: Hospitality Businesses in Society (20 credits)	Y
Hospitality Operations Management (20 credits)	Y	Developing Hospitality Strategy (20 credits)	Y
Marketing the Hospitality Experience (20 credits)	Y	Human Resources Management in Hospitality (20 credits)	Y

Part Time:

Level 7

Year 1

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Exploring Hospitality (20 credits)	Y	Developing Hospitality Strategy (20 credits)	Y
Marketing the Hospitality Experience (20 credits)	Y	Human Resources Management in Hospitality (20 credits)	Y

Year 2

Hospitality Operations Management (20 credits)	Y	Consultancy Project: Hospitality Businesses in Society (20 credits)	Y
--	---	---	---

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as

representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

On this course students will be assessed by coursework predominantly with some practical assessments.

Workload

Overall Workload for the Course	
Teaching, Learning and Assessment	216 hours
Independent Study	984 hours
Placement	0 hours

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.