

SEVERN BUSINESS COLLEGE

SBC Level 4 Certificate of Higher Education in Events, Hospitality and Tourism Management

Course Handbook

Qualification
SBC Level 4 Certificate of Higher Education in Events, Hospitality and Tourism Management

Level
4

Total Qualification Time
1200

Credit Value
120

Aim of the Course
The Level 4 Certificate of Higher Education in Events, Hospitality and Tourism Management provides learners with foundational knowledge and practical skills required to begin a professional career within the dynamic service sector. The course introduces key operational, managerial and customer-focused concepts that underpin successful event delivery, hospitality operations and tourism environments. Learners will develop critical thinking, communication and organisational skills while gaining industry-relevant insights that prepare them for further study or entry-level roles across events, hospitality and tourism industries.

Assessment
Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

Course Structure

SBC Level 4 Certificate of Higher Education in Events, Hospitality and Tourism Management			
Unit number	**Units**	**Unit level**	**Unit credit**
1	Principles of Events Management	4	20
2	Hospitality Operations and Management	4	20
3	Introduction to Tourism and Destination Management	4	20
4	Business and Management Skills for Service Industries	4	20
5	Marketing and Consumer Behaviour in Events, Hospitality and Tourism	4	20
6	Professional Development and Employability Skills	4	20

Assessment Grades

Grade	Marking Criteria
Pass	All learning outcomes are achieved. All assessment criteria are met.
Fail	All learning outcomes are not achieved. All assessment criteria are not met.
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title
Principles of Events Management

Level
4

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the key concepts and types of events	1.1 Explain the classification and scope of different event types. 1.2 Describe the characteristics of event planning and delivery. 1.3 Analyse the role of events within community, corporate and cultural settings.
2. Understand event planning processes	2.1 Outline the stages of event planning from concept to delivery.

	2.2 Evaluate the importance of budgeting and resource allocation. 2.3 Assess the role of stakeholders in event planning.
3. Understand event marketing	3.1 Describe marketing tools used to promote events. 3.2 Explain the importance of target audiences in event marketing. 3.3 Analyse the use of digital marketing platforms in event promotion.
4. Understand event risk management	4.1 Identify key risks associated with events. 4.2 Explain legal and regulatory requirements for event safety. 4.3 Evaluate strategies for managing event risks effectively.

UNIT SPECIFICATIONS

Unit Title
Hospitality Operations and Management

Level
4

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the structure of hospitality organisations	1.1 Describe the main sectors of the hospitality industry. 1.2 Explain the organisational structure within hospitality operations. 1.3 Analyse the role of departments in delivering customer service.
2. Understand operational procedures	2.1 Explain key operational processes within hospitality environments. 2.2 Assess the importance of standard operating procedures (SOPs). 2.3 Review the impact of technology on hospitality operations.
3. Understand food and beverage management	3.1 Describe the principles of food and beverage service. 3.2 Explain menu planning and costing techniques. 3.3 Evaluate health, safety and hygiene considerations.
4. Understand customer experience management	4.1 Identify factors influencing customer expectations. 4.2 Explain methods used to measure customer satisfaction. 4.3 Analyse strategies to improve customer experience.

UNIT SPECIFICATIONS

Unit Title
Introduction to Tourism and Destination Management

Level
4

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the nature of tourism	1.1 Explain the definition and scope of tourism.

	1.2 Describe different types of tourists and motivations. 1.3 Analyse the economic importance of tourism.
2. Understand tourism development	2.1 Describe the stages of tourism destination development. 2.2 Evaluate the impact of tourism on local communities. 2.3 Explain the role of government and tourism bodies.
3: Understand destination marketing	3.1 Identify tools used to promote tourism destinations. 3.2 Assess the role of branding in destination marketing. 3.3 Analyse the influence of digital and social media marketing.
4. Understand sustainable tourism	4.1 Describe principles of sustainable tourism. 4.2 Explain environmental and socio-cultural considerations. 4.3 Evaluate strategies for sustainable destination management.

UNIT SPECIFICATIONS

Unit Title
Business and Management Skills for Service Industries

Level
4

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand management theories and practices	1.1 Describe key management functions. 1.2 Explain classical and contemporary management theories. 1.3 Analyse the role of managers within service organisations.
2. Understand communication in business	2.1 Identify types of communication used in organisations. 2.2 Explain barriers to effective communication. 2.3 Assess the impact of technology on organisational communication.
3: Understand leadership principles	3.1 Describe different leadership styles. 3.2 Explain the characteristics of effective leadership. 3.3 Analyse the relationship between leadership and team performance.
4: Understand financial awareness	4.1 Explain basic financial terminology and concepts. 4.2 Interpret simple financial statements. 4.3 Evaluate the financial performance of an organisation using key ratios.

UNIT SPECIFICATIONS

Unit Title
Marketing and Consumer Behaviour in Events, Hospitality and Tourism

Level
4

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1: Understand principles of marketing	1.1 Describe the marketing mix and its components. 1.2 Explain segmentation, targeting and positioning. 1.3 Analyse the role of market research.
2: Understand consumer behaviour	2.1 Describe factors influencing consumer decisions. 2.2 Explain the consumer decision-making process. 2.3 Assess the impact of cultural and social factors on consumer behaviour.
3: Understand branding in service industries	3.1 Identify characteristics of successful brands. 3.2 Evaluate brand positioning strategies. 3.3 Analyse brand equity and its importance.
4: Understand digital marketing practices	4.1 Explain the role of websites and social media. 4.2 Describe online customer engagement techniques. 4.3 Evaluate the effectiveness of digital marketing campaigns.

UNIT SPECIFICATIONS

Unit Title
Professional Development and Employability Skills

Level
4

Learning Time Hours
20

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1: Understand personal and professional development	1.1 Explain the importance of continuous personal development. 1.2 Assess personal strengths and development needs. 1.3 Produce a personal development plan (PDP).
2: Understand academic and workplace skills	2.1 Identify essential academic research skills. 2.2 Explain the importance of professional communication. 2.3 Demonstrate effective teamwork and problem-solving skills.
3: Understand employability in the service industry	3.1 Describe key employability skills required in events, hospitality and tourism. 3.2 Explain recruitment and selection processes. 3.3 Prepare a CV and cover letter suitable for the industry.
4: Understand workplace ethics and responsibilities	4.1 Explain professional conduct and ethical behaviour. 4.2 Describe equality, diversity and inclusion requirements. 4.3 Evaluate the impact of ethical behaviour on organisational reputation.

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