

SEVERN BUSINESS COLLEGE

SBC Level 5 Diploma of Higher Education In Events, Hospitality and Tourism Management

Course Handbook

Qualification
SBC Level 5 Diploma of Higher Education In Events, Hospitality and Tourism Management

Level
5

Total Qualification Time
2400

Credit Value
240

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

Stage A:- 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

Stage B:- Level 5 Diploma of Higher Education in Events, Hospitality and Tourism Management			
Unit number	**Units**	**Unit level**	**Unit credit**
1	Events Operations and Management	5	20
2	Hospitality Management and Customer Experience	5	20
3	Tourism Development and Destination Management	5	20
4	Digital Marketing for Events, Hospitality and Tourism	5	20
5	Financial Management in Events, Hospitality and Tourism	5	20
6	Leadership and Professional Development	5	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.

UNIT SPECIFICATIONS

Unit Title
Events Operations and Management

Level

5

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 key principles of managing events operations	1.1 Explain the operational requirements of different types of events. 1.2 Analyse the role of stakeholders in event operations. 1.3 Evaluate health, safety and legal considerations in event planning.
2. Be able to develop event plans and schedules	2.1 Create an event operational plan using appropriate planning tools. 2.2 Produce a detailed event schedule and timeline. 2.3 Justify resource allocation decisions based on event needs.
3. Understand risk management in event delivery	3.1 Assess potential risks associated with event delivery. 3.2 Develop a risk management strategy for a chosen event. 3.3 Review the effectiveness of risk mitigation measures.
4. Be able to evaluate the success of event operations	4.1 Apply evaluation methods to measure event outcomes. 4.2 Interpret event feedback from multiple stakeholder groups. 4.3 Provide recommendations for improving future events.

UNIT SPECIFICATIONS

Unit Title
Hospitality Management and Customer Experience

Level
5

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 hospitality service management	1.1 Discuss the characteristics of the hospitality industry. 1.2 Examine the relationship between service quality and customer satisfaction. 1.3 Evaluate hospitality service models.
2. Understand customer experience strategies in hospitality	2.1 Analyse customer needs and expectations in hospitality environments. 2.2 Assess the impact of technology on customer experience. 2.3 Evaluate techniques for managing customer interactions.
3. Be able to manage hospitality operations	3.1 Plan operational processes for a hospitality scenario. 3.2 Apply appropriate staffing and resource management techniques. 3.3 Monitor performance indicators in hospitality operations.
4. Be able to improve customer service performance	4.1 Use feedback systems to identify service gaps. 4.2 Develop strategies to enhance customer satisfaction. 4.3 Evaluate the outcomes of customer service improvements.

UNIT SPECIFICATIONS

Unit Title

Tourism Development and Destination Management

Level
5

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 factors influencing tourism development	1.1 Explain social, cultural, and economic influences on tourism growth. 1.2 Analyse global tourism trends. 1.3 Assess the impact of tourism on host destinations.
2. Understand destination planning and management	2.1 Describe the components of destination management. 2.2 Analyse stakeholder roles in destination development. 2.3 Evaluate destination competitiveness.
3. Understand sustainable tourism principles	3.1 Explain sustainable tourism concepts. 3.2 Assess sustainability challenges in destination management. 3.3 Recommend sustainable approaches for a selected destination.
4. Be able to evaluate destination marketing strategies	4.1 Assess the effectiveness of destination branding. 4.2 Evaluate the use of digital platforms in destination marketing. 4.3 Recommend improvements to a destination marketing campaign.

UNIT SPECIFICATIONS

Unit Title
Digital Marketing for Events, Hospitality and Tourism

Level
5

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 role of digital marketing	1.1 Explain digital marketing concepts and tools. 1.2 Analyse consumer behaviour in online environments. 1.3 Evaluate digital marketing trends in the sector.
2. Be able to develop digital marketing content	2.1 Produce digital content tailored to a target audience. 2.2 Apply branding principles to digital marketing materials. 2.3 Evaluate the effectiveness of created digital content.
3. Understand analytics and digital performance measurement.	3.1 Explain tools for measuring digital marketing performance. 3.2 Interpret analytics data for decision-making. 3.3 Recommend improvements based on performance analysis.
4. Be able to plan a digital marketing campaign	4.1 Develop objectives for a digital campaign. 4.2 Create an implementation plan using appropriate channels. 4.3 Evaluate the potential effectiveness of the campaign.

UNIT SPECIFICATIONS

Unit Title
Financial Management in Events, Hospitality and Tourism

Level
5

Learning Time Hours
200

Credit Value
20

Unit aim
The aim of this unit is to enable learners to understand cyber security and the consequences and implications of inadequate cyber security. They will understand the key terminology and the motivations of good and bad actors. They will also investigate the advantages and disadvantages of security by design.

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 financial principles in service industries	1.1 Explain core financial terminology and concepts. 1.2 Analyse financial statements. 1.3 Assess the financial health of a business.
2. Be able to manage budgets and financial planning	2.1 Prepare a budget for a service operation. 2.2 Monitor budget performance against targets. 2.3 Recommend financial adjustments based on performance.
3. Understand cost control techniques	3.1 Explain cost control methods in service environments. 3.2 Apply cost control techniques to a hospitality or event scenario. 3.3 Evaluate the effectiveness of cost management measures.
4. Understand pricing strategies	4.1 Explain pricing approaches in service industries. 4.2 Assess the external factors influencing pricing decisions. 4.3 Develop a pricing strategy for a selected product or service.

UNIT SPECIFICATIONS

Unit Title
Leadership and Professional Development

Level
5

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 leadership theories and practices	1.1 Explain key leadership styles. 1.2 Analyse the role of emotional intelligence in leadership. 1.3 Evaluate leadership approaches in service environments.
2. Understand team development and management	2.1 Explain factors influencing team dynamics. 2.2 Evaluate methods for improving team performance. 2.3 Assess leadership strategies for diverse teams.

3. Be able to reflect on personal leadership skills	3.1 Assess personal strengths and development needs. 3.2 Produce a reflective analysis of leadership experiences. 3.3 Set personal and professional development goals.
4. Be able to develop a professional development plan	4.1 Create a structured professional development plan. 4.2 Identify resources and opportunities for development. 4.3 Evaluate progress towards professional development objectives.

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