

SEVERN BUSINESS COLLEGE

SBC Level 6 Graduate Diploma in Events, Hospitality and Tourism Management

Course Handbook

Qualification
SBC Level 6 Graduate Diploma in Events, Hospitality and Tourism Management

Level
6

Total Qualification Time
1200

Credit Value
120

Aim of the Course
The Level 6 Graduate Diploma in Events, Hospitality and Tourism Management is designed to equip learners with advanced knowledge, strategic insight and professional competencies required for leadership roles within the interconnected global events, hospitality and tourism sectors.
The course bridges academic theory and industry practice, enabling learners to critically analyse complex business environments, apply strategic decision-making, evaluate operational challenges, and design innovative solutions for real-world industry scenarios. Graduates will be prepared for managerial, consultancy, or entrepreneurial roles across domestic and international markets.

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

Course Structure

SBC Level 6 Graduate Diploma in Events, Hospitality and Tourism Management			
Unit number	**Units**	**Unit level**	**Unit credit**
1	Strategic Management in Events, Hospitality and Tourism	6	20
2	Leadership and Organisational Behaviour	6	20
3	Event Design, Planning and Management	6	20
4	Hospitality Operations and Service Excellence	6	20
5	Global Tourism Management and Sustainable Development	6	20
6	Research Project in Events, Hospitality and Tourism	6	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
Strategic Management in Events, Hospitality and Tourism

Level
6

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 strategic frameworks relevant to the EHT (Events, Hospitality, Tourism) sectors	1.1 Evaluate key strategic management theories and their relevance to EHT organisations. 1.2 Analyse internal and external environmental factors influencing strategic

	decisions. 1.3 Assess the role of competitive advantage in strategic planning. 1.4 Critically examine organisational mission, vision and values within strategic contexts.
2. Be able to conduct strategic analysis	2.1 Perform a strategic audit using appropriate analytical tools (e.g., SWOT, PESTLE). 2.2 Interpret data to identify organisational strengths and weaknesses. 2.3 Evaluate strategic opportunities and threats for sector organisations. 2.4 Present evidence-based strategic recommendations.
3. Understand strategy formulation and development	3.1 Analyse different strategic options available to organisations. 3.2 Evaluate the implications of strategic choice on business performance. 3.3 Assess the impact of innovation and change on strategic development. 3.4 Critically compare corporate, business and functional strategies.
4. Understand challenges in strategic implementation	4.1 Identify barriers to effective strategic implementation. 4.2 Analyse the role of leadership in implementing strategic plans. 4.3 Evaluate resource allocation and performance management approaches. 4.4 Assess mechanisms for monitoring and evaluating strategy outcomes.

UNIT SPECIFICATIONS

Unit Title
Leadership and Organisational Behaviour

Level
6

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 in management	1.1 Evaluate major leadership styles and approaches. 1.2 Analyse the impact of leadership on organisational performance. 1.3 Assess the role of emotional intelligence in effective leadership. 1.4 Compare leadership practices within global EHT organisations.
2. Understand organisational culture and behaviour	2.1 Analyse the concept of organisational culture. 2.2 Evaluate the impact of culture on employee behaviour and motivation. 2.3 Assess how organisational structure influences communication and performance. 2.4 Examine the effects of diversity and inclusion on organisational effectiveness.
3. Be able to manage teams and individuals	3.1 Evaluate strategies for motivating employees. 3.2 Assess approaches to conflict management within teams. 3.3 Analyse team dynamics and performance. 3.4 Recommend solutions to improve team collaboration.
4. Understand change management	4.1 Analyse reasons for organisational change. 4.2 Evaluate change management models. 4.3 Assess barriers to change and how to overcome them. 4.4 Recommend strategies to support a successful change process.

UNIT SPECIFICATIONS

Unit Title
Event Design, Planning and Management

Level
6

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 principles of event design and concept development	1.1 Analyse the stages of event concept creation. 1.2 Evaluate client and stakeholder requirements. 1.3 Assess factors influencing event design decisions. 1.4 Examine creative approaches to event innovation.
2. Be able to plan events effectively	2.1 Produce comprehensive event plans aligned with objectives. 2.2 Evaluate logistical considerations such as venue, staffing and scheduling. 2.3 Assess risk management strategies within event planning. 2.4 Develop contingency plans for potential issues.
3. Understand event operations management	3.1 Analyse operational requirements for different event types. 3.2 Evaluate supplier and vendor management processes. 3.3 Assess resource allocation strategies. 3.4 Examine health, safety and legal compliance in event operations.
4. Evaluate event performance and quality	4.1 Develop performance indicators for event success. 4.2 Analyse post-event data to assess effectiveness. 4.3 Evaluate attendee feedback using appropriate tools. 4.4 Recommend improvements based on evaluation findings.

UNIT SPECIFICATIONS

Unit Title
Hospitality Operations and Service Excellence

Level
6

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 operations	1.1 Analyse key components of hospitality service delivery. 1.2 Evaluate operational models used in hospitality businesses. 1.3 Assess regulatory requirements within hospitality operations. 1.4 Examine the role of technology in service operations.
2. Understand quality management in hospitality	2.1 Analyse quality assurance systems. 2.2 Evaluate customer service standards. 2.3 Assess tools for measuring service quality. 2.4 Recommend strategies for improving service performance.
3. Be able to manage hospitality resources	3.1 Evaluate resource planning and scheduling techniques. 3.2 Analyse cost control methods in hospitality operations. 3.3 Assess procurement and inventory management practices. 3.4 Recommend operational improvements to enhance efficiency.
4. Understand customer engagement and experience	4.1 Analyse factors influencing customer satisfaction. 4.2 Evaluate strategies for enhancing guest experience.

	4.3 Assess the role of communication in customer engagement. 4.4 Examine customer relationship management (CRM) approaches.

UNIT SPECIFICATIONS

Unit Title
Global Tourism Management and Sustainable Development

Level
6

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 the global tourism environment	1.1 Analyse global tourism trends. 1.2 Evaluate factors affecting tourism demand. 1.3 Assess the role of international organisations in tourism. 1.4 Examine the economic impact of tourism globally.
2. Understand sustainable tourism principles	2.1 Evaluate sustainability frameworks. 2.2 Analyse environmental impacts of tourism development. 2.3 Assess community-based tourism approaches. 2.4 Recommend strategies for sustainable tourism practices.
3. Understand tourism policy and planning	3.1 Analyse tourism policy at national and international levels. 3.2 Evaluate tourism planning processes. 3.3 Assess stakeholder roles in tourism development. 3.4 Examine governance challenges in tourism management.
4. Evaluate global tourism challenges	4.1 Analyse issues such as overtourism and climate change. 4.2 Assess tourism crisis and disaster management strategies. 4.3Evaluate technological disruptions in the tourism sector. 4.4 Recommend solutions to future tourism challenges.

UNIT SPECIFICATIONS

Unit Title
Research Project in Events, Hospitality and Tourism

Level
6

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 research methodologies	1.1 Evaluate qualitative and quantitative methods. 1.2 Assess ethical considerations in research. 1.3 Analyse data collection and sampling techniques. 1.4 Examine validity and reliability in research.
2. Be able to plan a research project	2.1 Identify a justified research topic relevant to EHT sectors. 2.2 Formulate research aims, objectives and questions. 2.3 Develop an appropriate research methodology. 2.4 Produce a detailed project proposal.
3. Conduct research and analyse findings	3.1 Collect data using approved methods. 3.2 Apply analytical techniques to interpret data. 3.3 Present findings using appropriate academic formats. 3.4 Evaluate the limitations of the research.
4. Produce and present a research report	4.1 Structure a coherent research report. 4.2 Demonstrate critical evaluation of literature and findings. 4.3 Communicate research outcomes professionally. 4.4 Provide recommendations based on research conclusions.

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