

SEVERN BUSINESS COLLEGE

SBC Level 7 Postgraduate Diploma in Events, Hospitality and Tourism Management

Course Handbook

Qualification
SBC Level 7 Postgraduate Diploma in Events, Hospitality and Tourism Management

Level
7

Total Qualification Time
1200

Credit Value
120

Aim of the Course
The Level 7 Postgraduate Diploma in Events, Hospitality and Tourism Management is designed for professionals and graduates seeking advanced knowledge and strategic competencies in three interconnected industries that are central to global economic development. The qualification equips learners with the skills needed to lead complex projects, manage hospitality operations, develop innovative tourism strategies, and respond to evolving market and sustainability challenges. The course integrates theoretical concepts with real-world applications, preparing learners for senior management roles.

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

Course Structure

SBC Level 7 Postgraduate Diploma in Events, Hospitality and Tourism Management			
Unit number	**Units**	**Unit level**	**Unit credit**
1	Strategic Management in Events, Hospitality and Tourism	7	20
2	Global Tourism Development and Sustainability	7	20
3	Hospitality Operations and Customer Experience Management	7	20
4	Strategic Events Planning and Project Management	7	20
5	Financial Management and Strategic Budgeting	7	20
6	Research Methods and Professional Project	7	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
7

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. Analyse strategic management principles relevant to the EHT sectors.	1.1 Evaluate different strategic management frameworks and their applicability to EHT organisations. 1.2 Analyse how internal and external environments influence strategic decisions. 1.3 Critically examine the role of strategic vision, mission, and objectives in EHT

	organisations. 1.4 Assess the impact of competitive advantage on strategic positioning.
2. Assess the influence of global trends on strategic decision-making.	2.1 Analyse current global trends affecting the EHT sectors. 2.2 Evaluate how technological innovation influences strategic planning. 2.3 Assess the implications of sustainability trends on strategic approaches. 2.4 Examine the strategies organisations adopt to respond to global disruptions.
3: Develop strategic plans that support organisational effectiveness.	3.1 Formulate strategic objectives aligned with organisational goals. 3.2 Develop a strategic plan using appropriate analytical tools. 3.3 Justify strategic options and priorities using evidence-based evaluation. 3.4 Assess the potential risks and benefits associated with the proposed strategy.
4. Evaluate the effectiveness of strategic leadership in EHT organisations.	4.1 Analyse the characteristics of effective strategic leadership. 4.2 Assess leadership styles and their suitability for different organisational contexts. 4.3 Evaluate how leaders drive change within EHT organisations. 4.4 Examine the impact of leadership on organisational culture and performance.

UNIT SPECIFICATIONS

Unit Title
Global Tourism Development and Sustainability

Level
7

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 global tourism environments and development patterns.	1.1 Evaluate global tourism growth patterns and their key drivers. 1.2 Analyse the socio-economic impacts of tourism development. 1.3 Assess the influence of political and cultural factors on tourism flows. 1.4 Examine the role of global organisations in shaping tourism policies.
2: Evaluate sustainable tourism principles and frameworks.	2.1 Assess sustainability challenges in global tourism. 2.2 Apply sustainable tourism frameworks to destination management. 2.3 Critically evaluate ethical issues in tourism development. 2.4 Examine stakeholder roles in promoting sustainable practices.
3: Assess destination management strategies.	3.1 Analyse destination competitiveness using appropriate models. 3.2 Evaluate destination branding and positioning tactics. 3.3 Examine crisis management strategies for tourism destinations. 3.4 Assess the effectiveness of public-private partnerships in destination development.
4. Design sustainable tourism development proposals.	4.1 Develop strategic objectives for sustainable tourism initiatives. 4.2 Produce a sustainable tourism development plan for a selected destination. 4.3 Justify proposed strategies using data and sustainability indicators. 4.4 Evaluate the potential environmental, social, and economic impacts.

UNIT SPECIFICATIONS

Unit Title
Hospitality Operations and Customer Experience Management

Level
7

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 Analyse operational systems within hospitality organisations.	1.1 Evaluate operational models used across hospitality sectors. 1.2 Analyse the role of technology in enhancing operational efficiency. 1.3 Assess the relationship between operations management and service quality. 1.4 Examine approaches to managing operational risks.
2 Evaluate customer experience strategies.	2.1 Assess the factors influencing customer expectations and perceptions. 2.2 Evaluate customer journey mapping as a tool for experience optimisation. 2.3 Analyse the impact of digitalisation on customer engagement. 2.4 Examine strategies for managing customer feedback and complaints.
3: Assess human resource management in hospitality operations.	3.1 Analyse workforce planning strategies in hospitality. 3.2 Evaluate approaches to performance management and staff development. 3.3 Assess the role of leadership in staff motivation and retention. 3.4 Examine the importance of diversity and inclusion in hospitality workplaces.
4: Develop solutions to improve operational efficiency and guest satisfaction.	4.1 Identify operational weaknesses using appropriate diagnostic tools. 4.2 Develop evidence-based recommendations for operational improvement. 4.3 Propose strategies to enhance service quality and guest satisfaction. 4.4 Assess the feasibility and potential impact of proposed solutions.

UNIT SPECIFICATIONS

Unit Title
Strategic Events Planning and Project Management

Level
7

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 strategic role of events in business and tourism contexts.	1.1 Analyse how events contribute to organisational objectives. 1.2 Evaluate the economic, social, and cultural significance of events. 1.3 Assess the role of event portfolios in destination development. 1.4 Examine industry trends influencing event design and delivery.
2 Apply project management methodologies to event planning.	2.1 Develop event project plans using recognised methodologies. 2.2 Analyse resource allocation strategies for event projects. 2.3 Evaluate approaches to event risk and contingency planning. 2.4 Examine stakeholder engagement strategies in event planning.
3 Evaluate event marketing and communication strategies.	3.1 Analyse target audiences for different event types. 3.2 Assess the effectiveness of promotional tools and digital platforms. 3.3 Evaluate event branding strategies. 3.4 Examine the role of sponsorship and partnerships in event marketing.
4 Manage the execution, monitoring and evaluation of events.	4.1 Apply project monitoring techniques to event delivery. 4.2 Assess the effectiveness of operational planning during the event. 4.3 Develop evaluation frameworks for measuring event outcomes. 4.4 Critically review post-event feedback to recommend improvements.

UNIT SPECIFICATIONS

Unit Title
Financial Management and Strategic Budgeting

Level
7

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 financial principles relevant to EHT organisations.	1.1 Analyse financial statements to assess organisational performance. 1.2 Evaluate different costing and pricing strategies. 1.3 Examine the role of financial forecasting in decision-making. 1.4 Assess key financial ratios for performance evaluation.
2. Evaluate budgeting processes and financial planning.	2.1 Examine different types of budgets used in EHT organisations. 2.2 Analyse the relationship between budgeting and strategic planning. 2.3 Evaluate the effectiveness of budgetary controls. 2.4 Assess how financial plans support organisational sustainability.
3. Assess investment and funding strategies.	3.1 Evaluate investment appraisal techniques. 3.2 Assess funding sources available to EHT sectors. 3.3 Examine risk factors affecting investment decisions. 3.4 Analyse how financial strategies influence organisational growth.
4 Develop financial strategies that support long-term success.	4.1 Develop financial objectives aligned with organisational goals. 4.2 Produce strategic financial plans using appropriate analytical tools. 4.3 Justify financial decisions with evidence from financial analysis. 4.4 Evaluate the potential risks and benefits of the proposed financial strategies.

UNIT SPECIFICATIONS

Unit Title
Research Methods and Professional Project

Level
7

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 relevant to EHT disciplines.	1.1 Evaluate qualitative and quantitative research methods. 1.2 Analyse sampling techniques and data collection tools. 1.3 Assess validity, reliability, and ethical considerations in research. 1.4 Examine the role of literature review in academic research.
2. Develop a research proposal for a chosen industry topic.	2.1 Identify a relevant research problem supported by academic literature. 2.2 Develop clear research aims, objectives, and questions.

	2.3 Select an appropriate research methodology and justify the choice. 2.4 Produce a feasible research design and timeline.
3. Conduct research using appropriate analytical tools.	3.1 Collect and interpret primary and/or secondary data. 3.2 Apply analytical methods suitable for the research topic. 3.3 Present research findings using academic conventions. 3.4 Evaluate limitations of the research process.
4. Produce a professional report and reflect on research outcomes.	4.1 Produce a structured research report following academic guidelines. 4.2 Analyse how the research findings contribute to professional practice. 4.3 Evaluate recommendations arising from the research. 4.4 Reflect on personal learning and development throughout the project.

Version:2512a