

Award title: BA (Hons)

Full Course Title: BA (Hons) Hospitality Management and Leadership (4 Year)

24/25

Awarded by	University for the Creative Arts
Taught by	University for the Creative Arts/ London College of Contemporary Arts
Location	Sceptre Court, London
Language	English
Duration	4 years Full-time - With Foundation Year
Entry Criteria	Portfolios are not compulsory for the four-year option – however, if you do have some work, you'd like to share with us, this would be very welcome The standard entry requirements** for this course are: • 64 UCAS tariff points from accepted qualifications*, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Merit, Pass, Pass at BTEC Extended Diploma, or • Pass at UALAB Extended Diploma, or • 64 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or • A minimum of 24 points in the International Baccalaureate, see more information about IB entry requirements And 4 GCSE passes at grade A*-C and/or grade 4-9 including Functional Skills English/Key Skills Communication Level 2. Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply. If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component. *To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/ ** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.
Recognition/ Accreditation	N/A

Regulation	The University for the Creative Arts and its courses are regulated by the Office for Students. This course has been designed in line with Sector Recognised Standards and reference points, including the Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism. For further information about how the course is quality assured see UCA's Quality Assurance Handbook.
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WHAT TO EXPECT

If you have a passion for the hospitality industry and businesses, the BA (Hons) Hospitality Management and Leadership program may be perfect for you. Our program is designed to equip potential students like you with the skills and knowledge to become successful managers and entrepreneurial leaders in the hospitality sector.

Throughout the program, you will learn about the inter-relationship between leadership and management and how these contribute to efficient decision-making in the hospitality industry. You will also gain a broad and in-depth understanding of the evolving field of Hospitality sector, enhancing your ability to analyse business and organizational strategies to plan and implement new digital technologies for improved guest experiences.

Moreover, we encourage students like you to develop interpersonal and transferable skills that will be relevant to your future roles as leaders and managers. This will enhance your employability and make you stand out in the industry. To achieve this, our course is designed to enable you to identify and analyse appropriate techniques that are applicable in making management decisions at a strategic, tactical, and operational level

You will study on campus for one day, or two evenings a week (depending on your choice of study mode) with a second day online blended learning.

Year 0 (Level 3)

Our Foundation year (Level 3) provides you with the opportunity to develop the appropriate skills, knowledge and confidence to successfully progress into Level 4. In this year you will study four units which are designed to support you to develop your skills and academic practice in the foundation of hospitality management and leadership with particular focus on academic writing, digital competency, communication, research skills, problem-solving, creative thinking and visual as well as innovative and critical thinking. This year is the foundation to support you to specialise in more specific and advanced areas of hospitality management and leadership which can be applied to the creative industries.

Year 1 (Level 4)

In stage 1 of the BA (Hons) Hospitality Management and Leadership program, you will learn about the theoretical concepts and practices used in the current hospitality sector. You will explore the various complexities that hospitality professionals could face and what leadership and entrepreneurial skills and traits are required to make informed decisions in today's unpredictable business environment.

This stage is all about understanding the challenges faced by the hospitality industry and developing the skills to tackle them successfully. You will learn how to apply theoretical concepts to real-world situations and make informed decisions that benefit both the business and the customer.

Overall, stage 1 will provide a solid foundation of knowledge and skills that will prepare us for success in the rest of the program and beyond

Year 2 (Level 5)

Stage 2 of the BA (Hons) Hospitality Management and Leadership program builds on the skills learned in stage 1 by reinforcing knowledge and skills through real-life scenarios. You will work on a live project, addressing complex business problems that managers commonly face in the hospitality industry. This will foster entrepreneurial thinking and applied learning.

Throughout the program, you will leverage digital technology to learn through experiential teaching methods, including data-driven analysis. You will also learn about the importance of data analysis, its management, and how it relates to decision-making in real-life scenarios. You will negotiate your decisions with both internal and external stakeholders and adapt to changes in the micro and macro environment using business simulation techniques.

Year 3 (Level 6)

In stage 3, you will hone your research skills by applying your knowledge to true-to-life business situations and recommending innovative and sustainable solutions to problems within an organization. You will critically reflect on your competencies and evaluate your career prospects for specific management/leadership positions or entrepreneurship within the hospitality sector.

The goal of this program is to develop an agile mindset in hospitality professionals, allowing you to become innovative leaders who can manage hospitality businesses effectively in the post-pandemic world. The course is supported by industry professionals and guest lecturers, giving you the opportunity to learn from experienced leaders in the field. Most importantly, this program will provide you with invaluable skills such as problem-solving, creativity, critical thinking analysis, collaboration, risk-taking, and leadership skills.

Highlights	LCCA is an educational institution that adheres to the principles of widening participation and encourages diversity and equality among its students. Situated at Tower Hill, adjacent to the iconic Tower Bridge, the campus boasts of modern infrastructure and top-notch facilities, including a well-equipped library and student spaces. At LCCA, you are exposed to a unique learning experience based on experiential pedagogy, emphasizing the practical application of knowledge. The college fosters interdisciplinary collaboration among its various schools, enabling you to share and learn from your peers across the institution. One of the key strengths of LCCA is its emphasis on industry exposure, with regular visits to relevant companies, guest talks, and workshops. The college focuses on building employability skills interdepartmental collaborative workshops particularly within the creative industries such as fashion, media, design, and the innovative business sector. Moreover, LCCA places significant importance on the hospitality industry, and you are encouraged to develop their skills in this area, which can lead to lucrative mid-level managerial positions in the hospitality sector
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Your Course – Unit by Unit

<i>Unit Codes and Titles</i>	<i>Level</i>	<i>Credit Value</i>	<i>Elective/Core</i>	<i>Most popular student choice of optional elective units or elective options in core units?</i>
Year 0				
GBMT3016 Visual Culture	3	30	Core	
Visual culture is central to how we communicate. Our lives are dominated by images and visual technologies that allow for the local and global circulation of ideas, information, and politics. This unit introduces visual culture, an interdisciplinary field of studies that integrates historical knowledge, critical thinking and reflection on visual images, their context of production and consumption. Examples of traditional and modern artefacts from the fields of art, popular culture, commerce, history, design and media will be explored using appropriate visual and business methods. As part of the unit, you will be taught transferrable skills that can be used throughout creative business courses.				

GBMT3017 English for Academic Purposes, Research and Study Skills	3	30	Core	
The overall aims of English for Academic Purposes, Research and Study Skills unit are to equip you with the appropriate level of academic literacy, English language proficiency, research, and study skills, required to be successful in your studies at undergraduate level. This unit will introduce you to academic language, research, and study skills to support your progression to university level study. It will support the development of your academic reflection skills, by reflecting on and redrafting your work using feedback to improve the way you learn or work. Lessons will be a mixture of development and application of academic language, research, and study skills. The topics you will cover include English language, academic writing, critical thinking, Harvard Referencing, primary and secondary research, and basic IT skills required for study. The unit provides foundational knowledge and understanding of academic language, research, and study skills required for assessments.				
GBMT3018 Final Major Project	3	30	Core	
This unit will introduce you to the principles of research skills. You will be introduced to a variety of research methods and ways of recording research. This unit involves exploration of a theme, followed by researching, developing and presenting a self-directed project. It is an opportunity to make informed choices in your subject focus; research; develop practical ideas and present your project through a suitable medium. This unit will also include the development of professional, real-world skills; and academic study skills; to enable you to organise and manage your workload to meet deadlines and to work independently and within teams.				
GBMT3020 Introduction to Creative Business	3	30	Core	
This unit will introduce you to basic business concepts. The unit introduces the following topics: internal and external landscaping, marketing, advertising, social media, and management; giving you the foundational knowledge and understanding in these areas to apply them to future study and assessment. The content will be delivered over 10 weeks with two weeks dedicated to reflection and assessment preparation. The unit aims to introduce you to basic business concepts that can be applied to future units and is essential in the understanding, application and research of business concepts				
Year 1 (Level 4)				
<i>Unit Codes and Titles</i>	<i>Level</i>	<i>Credit Value</i>	<i>Elective/Core</i>	<i>Most popular student choice of optional elective units or elective options in core units?</i>
Year 1				
Introduction to Hospitality – Concepts and Practices	4	30	Core	

This unit provides a framework for understanding the size, scale, and scope of the hospitality industry, both locally and globally. It also explores the purpose of different hospitality organizations, including hotels, restaurants, event venues, and travel companies. By examining the key operations areas, such as marketing, finance, human resources, and operations management, you will gain valuable knowledge about how these areas are managed in the hospitality industry

Global Hospitality Environment	4	30	Core
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This unit encompasses a detailed analysis of diverse organisational structures, including for-profit and non-profit entities, and their respective magnitudes and scope, such as micro, SME, global, and transnational organisations. Additionally, the unit examines the intricate relationships between organisations and their varied stakeholders and evaluates how external factors in the wider business environment influence and shape decision-making processes.

Hospitality Marketing and Customer Experience	4	30	Core
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The unit employs an integrative approach that combines marketing, operations management, and customer experience to foster the development of hospitality businesses. Marketing and operations management are crucial components of this unit to enable you to create a brand promise that aligns with customer expectations and deliver exceptional customer experiences.

Leadership, and Entrepreneurship in Hospitality Industry	4	30	Core
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This unit introduces the study of entrepreneurship, innovation, and leadership and caters to your interest in starting their entrepreneurial venture or leading future businesses. Based on holistic perspective on entrepreneurship, innovation, and leadership, developing critical thinking, problem-solving, and analytical skills

Year 2 (Level 5)

Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
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Year 2

Hospitality Finance in Market Context	5	30	Core
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In this unit, you will learn about the fundamental principles and practices of finance in the hospitality industry. You will also learn how to analyse financial statements using ratios to assess the financial health of hospitality businesses and develop financial strategies that consider market trends and competition.

Managing People –Contemporary Issues and Challenges	5	30	Core
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This unit will cover a range of topics, including the concept of employee relations, employment law, people management, and contemporary issues related to changes in HR practices due to the advent of artificial intelligence.



You will also explore the growing importance of becoming a flexible organization with an equally flexible labour force and techniques for managing a diverse workforce.

Hospitality
Business
Strategy and
Decision Making

5

30

Core

In this unit, we have designed a hotel business simulation to provide you with a hands-on experience of managing a hotel in the UK. You will work in teams to plan a strategy for the business, and through a succession of decisions, over a specific simulated trading period, you will monitor and reflect on the impact of realistic business situations.

Live Creative
Events Project

5

30

Core

In this unit, we will explore the diversity and complexity of the events sector, examining the financial, sales and marketing, human resources, health, safety and hygiene, and quality product aspects of event management.

Year 3 (Level 6)

*Unit Codes and
Titles*

Level

Credit Value

Elective/Core

*Most popular student choice of optional elective
units or elective options in core units?*

Year 3

Hospitality
Research Project

6

30

Core

The unit aims to equip you with the confidence to engage in problem-solving and research activities that are part of the function of a manager. You will reflect on your research process engagement and develop fundamental knowledge and skills that enable you to explore and examine workplace problems and issues, suggest appropriate solutions, and present evidence to stakeholders in an appropriate format.

Digital Marketing
and Branding

6

30

Core

In this unit, you will focus on the digital media environment and how it influences culture and consumers, allowing you to develop critical thinking and reasoning skills that will enhance your ability to create lasting brands in the hospitality sector.

Sustainable
Practices and
Planning

6

30

Core

Sustainable and responsible practices are no longer an option but a necessity for businesses to thrive and contribute to a sustainable future. This unit aims to equip you with the knowledge and understanding of sustainable and responsible practices in hospitality businesses and how they are developed and managed in different countries and contexts.

Personal
Branding and
Career Planning

6

30

Core

This unit will equip you with the knowledge and skills to critically reflect on your competencies and evaluate your career prospects for specific management/leadership positions or entrepreneurship within the hospitality sector.

You will explore a chosen sector of the industry and identify the necessary skills required for success in that sector.

Who teaches this course?	The new hospitality education course is designed to provide an experiential approach to teaching and bridge the gap between theoretical knowledge and practical application. This is achieved through a combination of experienced teachers and industry partners contributing to the programme. The teaching team comprises professionals with a mix of academic and industry backgrounds, bringing a wealth of knowledge and expertise to the course. The course director has over 25 years of experience in the hospitality industry, having worked with international hotel brands such as Taj and Hyatt. Her specializations include marketing strategy and planning, events management, and hospitality management consultancy projects. The senior lecturers and associate lecturers also have diverse qualifications and experiences in their respective fields, including international business management, digital marketing, accounting and finance, and law, along with teaching qualifications. The teaching team is committed to integrating practice with theory in their pedagogy, offering students a unique opportunity to learn from professionals who are passionate about hospitality and dedicated to providing a high-quality education. With an emphasis on research and experiential practices, students can expect to gain the skills and knowledge needed to succeed in the hospitality industry.
What will learning look like?	Learning and Teaching Strategy Teaching practices are guided by an aim for you to become self-reflective, engage critically and become independent and resilient people who can engage with your learning in a constructive way. The college follows a blended approach to teaching and learning. Teaching practices will involve discussions on the social, economic, cultural and environmental challenges and will encourage you to find sustainable solutions for the existing problems. If you have learning difficulties or disabilities, there will be additional support available to you, from Learning Mentors, and unit tutors, where appropriate. Reasonable adjustments will be made for you if you have learning difficulties and disabilities in terms of assessment models and timings. The College has a Reasonable Adjustment Policy and an Extenuating Circumstances Procedure but will utilise those of the University, as advised. Seminars/ tutorials and workshops with an emphasis on developing new ideas and knowledge and showing how they can be applied to the analysis and solution of practical problems. Guest lecturers provide specialist expertise and report on current issues. In seminars you will be required to produce, present and discuss seminar papers. Teaching testimonies, debates and concept Trials – You are provided with opportunities to learn from customer testimonies. These are especially helpful to provide better customer insight and enrichment for you. Such practices also help in developing problem solving and critical thinking skills required for current environment.

	Project work is an integral part of the course, and will invariably be based on real-life, current issues and cases. Projects may be undertaken on an individual or group basis and are used to apply and integrate ideas in a realistic context, whilst developing research, management and study skills.
	Tutorials are used when individual or small group contact is needed. Tutorials are an essential part of team and individual projects, and research project supervision. They may also be used to provide guidance on specific problems.
	Live events: Live events are encouraged to help you to develop planning and management skills. This will also help in developing social skills and empathy. This will also assist in understanding multiple perspectives and engaging with other cultures. Real-time decision-making, problem solving, and creative thinking skills can also be developed through such events.
	Business simulations: Business simulations will be used as an experiential learning tool where you will learn in a risk free, realistic, virtual business environment. You also assist in practicing business-related skills, such as financial and market analysis and business acumen.
	Field trips and study visits provide opportunities to examine Hospitality issues at first hand, discuss them with practitioners and to apply theories and skills in practical circumstances. The course includes a field trip in the UK, and several external study visits. Field trips and study visits are associated with projects and assignments.
	Private study includes reading, researching, managing project work, and writing, revising and producing assignments. All teachers will have a formal teaching observation at least once per year. Link tutors will be able to meet with you to gain your feedback on learning experiences. Learning materials will be available through the VLE at LCCA, and you will be directed to online learning resources available through the University library.
	Support for students The aim is to ensure, where possible, support of personal tutors is provided throughout your student journey to discuss matters relating to your student well-being and academic support. Personal tutors and the Careers & Employability Team will also support you in discussions around your potential or preferred career direction. You will also be supported by: • Teaching team for each unit • Personal academic tutors • Careers and Employability Services • Technical support with IT and software • My UCA - a versatile online learning environment • Induction and ongoing re-induction sessions. • Student Staff Course Boards • Library and Learning Resources • Gateway Services including support for finance, regulations, disability and well-being • LCCA Students' Union

Assessment Strategy

- You will be supported in an evaluation-rich environment with multiple opportunities to learn from formal and non-formal formative feedback and an expectation of constructive self-evaluation. You will engage with a variety of formative assessment opportunities and reflect on all forms of feedback to improve your study methods and future performance.
- All courses will include opportunities for, and support the social learning required for, constructive peer evaluation and will include some forms of assessment that mirror potential industry/sector knowledge and skill requirements, for example: briefing papers, portfolios, pitches, simulations, research projects, in-tray exercises, event management plans.
- Digital technologies will be embedded in the assignment brief, ensuring you work on your digital skills and get involved in self-reflection and timely feedback. Assignment briefs will be inclusive, clearly written and designed to reflect evidence-based practices that support learning to deliver the intended learning outcomes.
- Teaching team and academic mentors will support and encourage you to be fully engaged with evaluating your own work through the assessment process. Marking and assignment brief standardisation process will take place periodically to ensure consistency in delivery and feedback to you. Members of the teaching team will be marking and will provide feedback that is fair, accurate and timely. There will be opportunities for feed-forward through teacher's comments that will assist you in improving your learning and performance.
- All written assessments will be submitted through Turnitin. Assignment briefs will be subject to approval by UCA link tutors, as well as externals as required by the school. Assignments will be internally moderated, also available for second consideration by UCA unit tutors.
- All units will have a combination of formative and summative component to check on your student learning. This may be undertaken through group discussions, presentations and project tasks scrutinised by unit tutors. Where you undertake summative assessment, full written feedback will be provided within 4 weeks, or as close to this timeframe as possible.
- Work will also be checked by the externals appointed by the University, and samples of work supplied in advance of any visit.
- Assessments will be devised by the teaching staff to reflect best practice for the programme and sent to the Link Tutor the University for their feedback, and to externals for their approval as appropriate. This is a standard approach utilised by LCCA, and complements the University's quality assurance procedures, to ensure all assessment strategies cover learning outcomes and are at the correct level.
- All assessment will be conducted in accordance with UCA's assessment and feedback policy. Rubrics and other marking documentation will be utilised, as advised by the Unit Leaders. Feedback and timings will be conducted in accordance with the University's Assessment and Extenuating Circumstances policies and procedures.

	All results will be provisional until confirmed by the University's Exam Board, and schedules set to meet UCA's dates.
By the end of the course, you will be able to:	Knowledge and understanding LO1 Use critical thinking, problem solving techniques and creative ideas to challenge theoretical concepts and practices in Hospitality and the service sector. LO2 Critically engage in debates, while challenging previously held assumptions about technological, social, environmental and ethical dimensions of the hospitality sector LO3 Creatively design, plan, lead, manage and execute practical activities using appropriate digital tools, techniques and procedures while demonstrating high levels of relevant skills LO4 Critically evaluate the contemporary issue in the hospitality sector, and apply research paradigms, methods/techniques, theories, principles, concepts, and data creatively to explain and solve both familiar and unfamiliar problems related to this issue. Application LO5 Critically evaluate data and information and use reflective practices to consolidate graduate attributes and develop a professional profile to become leaders/entrepreneurs within the service sector. LO6 Critically appraise creative and entrepreneurial solutions and engage with industry leaders and professional communities for proposing sustainable solutions for the hospitality sector.
Student Support	We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Academic Mentors and the Careers Team will also support students in discussions around their potential or preferred career direction. You will be supported by: - Unit leader for each unit - School support staff - Personal Academic Mentors - Careers Team - Technical support with IT and software - Canvas – a versatile online learning environment - Induction and ongoing re- induction sessions - Student Staff Course Boards - Library and Learning Resources
Our approach to employability is to:	Employability is at the core of the course development and is evidenced through overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which will add values to their future employability and enterprising ventures. You will be developing 21st century skills (creative and critical thinking, collaboration and problem solving) that are required by the industry. Such a combination of teaching and learning will result in developing industry-ready professionals who can

	lead in challenging work environments. The curriculum is designed by embedding industry interface through guest lecturers, field visits, experiential workshops and discussion with hospitality professionals. Some of the units focus on business development and you will do planning and preparation of a hospitality business to pitch ideas to industry collaborators. You will be using business simulations to understand the financial repercussion of a situation and how these can have an impact stakeholder of an organisation. During the final year you will undertake a research project unit where you will be developing the essential skills required to engage in sustained research in a specific field of study and recommending creative sustainable solutions as consultants. You will also be working with digital technologies to create your own hospitality events/ventures and creatively present their innovative ideas to industry professionals. The college has linkages with restaurant consultant/owners, general managers of various hotels and the talent acquisition head, etc. These employers work collaboratively with colleges to bring in industry knowledge to you and open opportunities for final work placement for you, having your own independent ventures while contributing to local communities.
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Our Commitments	
Sustainability	University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): <i>‘Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. It achieves its purpose by transforming society’.</i>
Equality, Diversity and Inclusion	<i>“Equality, diversity and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike”.</i> Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.

Level 0	%	%	100%
Level 4	%	%	100%
Level 5	%	%	100%
Level 6	%	%	100%
Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
Level 0	60% (720 h)	40% (480 h)	0%
Level 4	60% (720 h)	40% (480 h)	0%
Level 5	60%(720h)	40% (480 h)	0%
Level 6	70% (840 h)	30% (360 h)	0%

Additional Course Costs	There may be additional costs if you choose to expand on your experiential learning in the hospitality programme. Any props that you might need for your events unit to explore your learning might incur some charges. You should allocate approx. £120 for field trips.
Equipment/materials recommended	We recommend that you bring at least one 1TB hard drive to back up your work. A laptop (Mac or PC) and a digital stills camera for research purposes are both recommended.
Visits	Visits to restaurants/hotels/exhibitions/tourism fairs can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.