

Course Information Document 2025-26

FdA Hospitality and Event Management

Awarded by	University for the Creative Arts
Taught by	The London College of Contemporary Arts (LCCA)
Location	London
Language	English
Duration	2 years full-time
Suitability for incoming mobility students	Not applicable
Minimum Entry Criteria	Standard Route 48 UCAS points, or A-Levels: DD, or BTEC Level 3, or NVQ Level 3, or Access to HE, or Accepted T Levels: 48 UCAS points In addition to the above applicants will be required to have three GCSE passes at grade C or above (including Maths and English) or Equivalent qualifications at Level 2 with English and Maths.

Non-Standard Entry

For applicants who do not meet standard academic entry criteria, a flexible entry policy allows for:

No formal qualifications required, but applicants must have at least 2 years of relevant work experience and English proficiency to be able to demonstrate understanding of business analysis, effective time management and working with others.

For any non-standard entry, an interview will be required to assess an applicant's ability to meet the Level 3 qualification criteria/ benchmark.

Assessment via: A Personal Statement explaining motivation and experience and an interview to assess readiness for study.

A written task to evaluate academic ability (if necessary).

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.

English Language Proficiency

GCSE English at grade C/4 or equivalent Functional Skills English Level 2.

Or Duolingo English Test (DET) 85 minimum

*To see the accepted QCF qualifications, visit:
<http://uca.ac.uk/study/accepted-qualifications/>

Recognition/Accreditation Not Applicable

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

[Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism](#)

[Characteristics Statement: Foundation Degree](#)

[Sector-recognised standards](#)

For further information about how the course is quality assured see [UCA's Quality & Standards Manual](#)

What to expect

The *Hospitality and Event Management* course is designed to prepare you for the future of the event and hospitality industries by combining experiential learning with a strong focus on sustainability, digital innovation, and industry relevance. You'll gain practical, personal, professional, and academic skills through real-world projects, while also developing essential AI awareness and digital skills that are becoming increasingly important in modern hospitality and event management. Three units are delivered in structured blocks, allowing you to focus your studies, helping you build confidence, competence, and depth of understanding. Aligned with future job market forecasts, this course ensures you graduate ready to meet employer expectations and thrive in a fast-changing, tech-driven sector.

You will explore topics and trends that matter now and, in the future, including ESG (Environmental, Social, and Governance) principles, the UN Sustainable Development Goals (UN-SDGs), the VUCA framework (Volatility, Uncertainty, Complexity, and Ambiguity), and DEI (Diversity, Equity, and Inclusion). These are fully embedded into the

course to help you build a skillset that is not only practical and current but also socially responsible and globally aware.

Before teaching on your course starts, as part of the enrolment, induction and orientation, you will have a 2-week programme, **My Toolkit for Success**, to help you orientate, refresh your skills, and prepare you for study. This will include one to one personalised support through our Student Success Tutors. This toolkit will help you transition into university studies. It will be complemented throughout year one with dedicated academic skills learning, embedded into your course and taken further in year two.

When you progress to the second year of the FdA course, you will participate in the **Successful Transitions Toolkit**, a focused, one-week induction programme designed to support your return to study and prepare you for the academic and professional demands of the second year. This structured and purposeful continuation recognises the achievements made in the first year and helps you build on that foundation with increased confidence and clarity.

Year 1 (Level 4)

The first Level 4 units will support you as you transition into your FdA course and build core skills and vocationally relevant business and hospitality knowledge. You will gain knowledge on core concepts and develop your research skills. Systematically you will gain the foundations of the hospitality and event sectors that will allow you to develop informed perspectives and make sound business judgements.

The aims are to:

Introduce Core Concepts of Hospitality, Leadership and Event Management

You'll develop your understanding of key operations within these service sectors, understand organisational structures along with the global impact of hospitality and events on economies and cultures. We'll encourage you to present ideas, compare, contrast and evaluate key concepts.

Develop Awareness of sustainability through enterprise and innovation

You'll explore resilience and creative thinking, critically understand sustainability and be able to evaluate potential solutions.

Build Core Academic, Digital, and Professional Skills

We'll help equip you with confidence to communicate effectively; you'll build your digital literacy, and accuracy in academic writing, and be supported to develop the interpersonal skills essential for success in both study and the workplace.

Foster Reflective and Work-Based Learning Skills

You'll be able to apply learning in practical settings, reflect on your own development, and begin to link theory with real-world practice.

Year 2 (Level 5)

At Level 5, you will move beyond foundational knowledge to begin to apply, analyse and evaluate relevant business concepts and theory. At this level, sustainability, Diversity, Equity and Inclusion (DEI), Corporate Social Responsibility (CSR), and Ethics are introduced and developed allowing you to begin to make connections with the wider business context. Through critical thinking you will evaluate established practices and principles to be able to present informed and reasoned solutions to problems. You will also recognise the complexity of contemporary issues and the limitations on knowledge to be able to exercise your judgement.

Key Skills Developed at Level 5

- **Critical Thinking and Problem Solving**
Ability to evaluate information, question assumptions, and make sound judgments when addressing business challenges.
- **Project Management**
Planning and delivering business-related tasks or small-scale projects, managing time, resources, and objectives effectively.
- **Workplace Communication**
Writing professional reports, emails, and proposals, and presenting ideas clearly in meetings and presentations.

- **Teamwork and Collaboration**
Contributing to group and team tasks, understanding team roles, and working cooperatively in diverse workplace environments.
- **Digital and Data Literacy**
Competently using digital tools and platforms (e.g., spreadsheets, presentation software, communication tools) and interpreting business data to support decisions.
- **Creativity and Innovation**
Generating new ideas, improving processes, and thinking entrepreneurially in business settings.
- **Adaptability and Resilience**
Responding effectively to changing priorities, learning from feedback, and managing challenges in a professional manner.
- **Employment Readiness**
Developing key behaviours such as initiative, time management, adaptability, and reflective learning to succeed in the workplace.

Options available during your degree:

All elements are core on this FdA degree.

Principles of this programme

This course will deliver a personalised learning journey, following five key principles:

- Practice-led and professionally contextualised
- Discipline-specific with interdisciplinary exposure
- Technologically relevant
- Employment focussed
- Internationalised learning

Highlights

The London College of Contemporary Arts (LCCA) provides programmes in the field of creative education and has very strong links with industry. We integrate practical projects and real-world scenarios into your learning; this allows you to approach problem solving from a variety of angles and make appropriate links between your learning and real-world business. This will give you the transferable skills that will support you to demonstrate you are able to assume significant responsibility within the workplace. LCCA's strong industry links and wide networks will help you develop your skills, gain valuable experience and make contacts to boost your career opportunities.

Emphasis on imagination and creativity will help develop your intellectual powers and your ability to communicate with rigour in the process. This will stimulate the development of an enquiring, analytical and creative approach, and develop entrepreneurial capabilities.

We provide dedicated facilities for our students, helping you to produce work at an industry-level standard and preparing you for a bright future. These facilities are the reason why, upon graduation, our students feel prepared to start working from day one.

The course unit by unit

Year 1 (Level 4)

At Level 4, the initial term will support you as you transition into your FdA course; it will go on to build core skills and vocationally relevant business knowledge over the year.

Introduction to Hospitality and Event Management: 30 credits

This unit introduces the hospitality and event sectors, focusing on operations, the characteristics of services, and how these industries contribute to local, regional, and global economies. The *Introduction to Hospitality and Event Management* unit aims to provide you with a comprehensive understanding of the tourism, hospitality, and events sectors, focusing on their structure, interconnectivity, and impact on global and local contexts. It equips you with foundational knowledge and analytical tools to explore how these industries

operate, respond to changing consumer demands, and contribute to social, cultural, and economic development. The unit also introduces key issues such as sustainability, stakeholder engagement, and service excellence, forming a strong basis for advanced study and future professional practice.

Marketing in the Digital Age: 30 credits

This unit will introduce you to the principles of marketing and bring you up to date with concepts, theories and analytical tools that are an absolute necessity in the digital age. Through exploring the current marketing landscape, in the *Marketing in the Digital Age* unit, you will learn how to analyse consumer behaviour data. The opportunity to put classroom discussions into practice are built into the unit.

Digital Transformation and Business Innovation: 30 credits

This unit explores how digital transformation drives business innovation, with an emphasis on practical start-up development. You will learn to identify real-world business needs, develop ideas through the design thinking process, and translate those ideas into viable business models. You will examine basic entrepreneurial finance principles, develop cost/resource requirements, and use tools such as the Business Model Canvas. The *Digital Transformation and Business Innovation* unit includes hands-on use of digital technologies such as e-commerce platforms, QR systems, AI tools for content development, and app builders to support business operations, marketing, and customer engagement.

Academic Skills for Success: 30 credits

Academic Skills for Success is a year-long unit designed to support you during your first year of study, enhancing your academic capabilities while embedding skills that are essential for your professional development. Running throughout the course of the academic year, the unit will address both academic and personal development needs. It will focus on building research skills, developing academic writing and presentation abilities, referencing, digital literacy, and applying reflective practices to real-world scenarios. You will engage with career planning and development of employability skills. This unit also

fosters a deeper understanding of learning strategies, academic integrity, and personal development planning.

Year 2 (Level 5)

At Level 5, you will move beyond foundational knowledge to begin to apply, analyse, and evaluate business concepts and strategies.

Leading and Managing Real-World Businesses: 30 credits

This unit provides an applied understanding of leadership and management for mid-level study. You will explore leadership models, motivation and team dynamics, and the influence of organisational culture on behaviour and performance. The unit integrates core themes of change management and cultural intelligence, with opportunities for you to explore how leaders influence and shape organisational development. Through role play, case studies, and collaborative exercises, you will explore how leadership and organisational culture intersect to influence team performance and adaptability. The *Leading and Managing Real-World Businesses* unit supports the development of practical leadership skills as well as critical thinking and personal reflection.

Event Design and Experience Creation: 30 credits

This unit introduces you to the essential theories and practices of event design and experience creation. You will explore how sensory, spatial, and thematic experiences shape audience engagement, and how events can be designed to meet organisational or brand goals. Emphasising creative problem-solving, the *Event Design and Experience Creation* unit will allow you to experiment with design processes, assess the strategic impact of experience design, and create innovative event concepts. You will develop and present a creative event concept, supported by design documentation and visual materials.

Strategy and Decision-making for Hospitality Businesses: 30 credits

This unit develops your knowledge of the principles and processes of thinking and managing strategically. A range of tools and techniques appropriate for effective and evidence-based decision-making in hospitality organisations will be introduced and utilised. The skills and understanding to implement these strategic decisions effectively will be

developed within the context of strategic management. The *Strategy and Decision-making for Hospitality Businesses* unit also aims to develop your knowledge of a range of listed hospitality and event companies and the current challenges facing these corporations as they grow.

Creative Events Project: 30 credits

This unit gives you the chance to develop, test, and evaluate a creative project related to events management. You'll build on theory from the *Events Design and Creation* unit. Your chosen event project will involve a project plan - from idea concept through to implementation and staging of an actual event.

Working in small groups, you will redefine your chosen challenge or opportunity, collect real-world insights through applied research, and produce a project portfolio that includes stakeholder analysis, sustainability factors, and data-informed decision-making. The event project goes beyond a simple plan. It is a structured, research-led creative development process involving testing assumptions, validating demand, analysing data, and suggesting improvements or changes based on findings.

The unit focuses on analytical rigour, professional presentation, and reflective practice to support both academic growth and personal development.

Who teaches this course?

You will be taught by a dedicated team of academic staff from the College alongside experienced industry professionals. The course blends academic knowledge with practical, real-world application, ensuring that learning is grounded in current research and professional practice.

Teaching is designed to be experiential and hands-on, simulating real-world business scenarios to help you build the confidence and skills needed in the workplace. You will engage in applied projects, case studies, and activities that reflect the realities of modern hospitality environments.

The programme is delivered in collaboration with staff from the FdA in *Applied Business Management* programme, offering a multidisciplinary approach and access to a broader range of expertise. The *Hospitality Management* department at LCCA has a strong, well-

qualified team with practical experience in the fields of hospitality, events, tourism, and business management. Associate lecturers, with further specialisms, complement the full-time teaching team.

Collaborative and Interdisciplinary Teaching

The Foundation Degrees will actively encourage co-teaching and cross-disciplinary collaboration, enabling you to gain multifaceted perspectives. For instance, on the shared units: *Academic Skills for Success*, and *Digital Transformation and Business Innovation*, teaching may be delivered by a team of academic specialists and practitioners, deepening the connection between conceptual learning and professional application.

Staff members bring industry experience across a wide range of sectors, including:

- Hospitality management
- Tourism marketing
- Events and entertainment management
- Entrepreneurship
- Operations management
- Research (academic and consultancy)
- Wine specialism
- Travel safety and security
- Accounting and finance

This combination of academic excellence and professional expertise ensures our *Hospitality and Events Management* students receive a well-rounded education, grounded in both theory and real-world application.

What will learning look like?

Learning Methods

This course uses a blended learning approach, combining face-to-face and online delivery methods to provide a comprehensive and flexible educational experience. Throughout your studies, you will engage in a variety of interactive activities including lectures, seminars, group critiques, tutorials, workshops, and business simulations.

Face-to-Face Learning

You will attend on-campus sessions either one full day per week (weekday or weekend) or two evenings per week, depending on your chosen mode of study. These face-to-face sessions feature a dynamic mix of tutor-led lectures and seminars, alongside group and individual activities designed to enhance your practical skills and understanding.

Additionally, LCCA offers enrichment opportunities such as industry visits, guest lectures from professionals, and dedicated employability skills development sessions.

Online Learning

Complementing your on-campus learning, you will complete a series of self-paced online activities each week. These include recorded lessons, educational videos, relevant readings, interactive discussion forums, and quizzes. Your engagement is monitored through these various touchpoints as well as in-class check-ins to support your progress.

Independent Learning

Beyond scheduled activities, you are expected to take responsibility for independent learning. This self-directed study is vital to developing critical and reflective thinking skills, deepening your knowledge, and preparing for professional practice.

Assessment and Feedback

Assessment is designed to support and enhance your learning journey. You will receive regular formative feedback on your progress to guide improvement. Your achievement will be demonstrated through a variety of summative assessments, such as portfolios, essays, reports, group enterprise proposals, presentations, and reflective journals. Clear weekly expectations, structured feedback, and opportunities for reflective practice are embedded throughout the course to support your success.

By the end of the course, you will be able to:

- Analyse challenges and opportunities within the UK and global hospitality, and events sectors, and apply appropriate evaluative approaches to support sound hospitality business decision-making.

- Communicate ideas clearly through verbal, written, visual, and digital formats through professional documentation, pitches, and presentations to a relevant audience.
- Apply theoretical knowledge to practical and complex business problems, considering dynamic hospitality environment.
- Design, plan, and execute events experiences showcasing commercial awareness, and creativity; through a lens of ethical and sustainable approaches.
- Demonstrate personal responsibility and transferable skills necessary for meaningful employment and continuing future professional development.

These outcomes will be achieved by developing your skills in critical analysis to enable you to make informed judgements, propose solutions, develop effective communication skills and deploy key business, hospitality and events management techniques.

Student support

At LCCA, our commitment to student success extends beyond the classroom. We believe in offering a comprehensive, personalised support system to guide our students throughout their academic journey and beyond.

We aim to ensure, where possible, that Student Success Tutors remain with you throughout your degree studies to support your well-being and academic progress. You will also have access to guidance from the Career Planning and Employability Team to explore and discuss your potential or preferred career paths.

You will be supported by:

- Unit leaders and tutors for each unit
- School support staff
- Academic Mentors / Student Success Tutors
- Career Planning and Employability Team
- Technical support for IT and software
- Canvas – Virtual online learning environment
- Induction and ongoing re-induction sessions
- Student Staff Course Boards
- UCA Online Library and Learning Resources

In person access to resources within UCA's physical libraries is on the same basis as any member of the public. Please see the following for further information and scroll down to the Public Access section <https://www.uca.ac.uk/study-at-uca/libraries/>.

Before formal teaching begins, you will complete a 2-week induction programme called "My Toolkit for Success" to help you orientate, refresh your skills, and prepare for study. This includes personalised one-to-one support from Student Success Tutors and is complemented by ongoing academic skills development embedded throughout.

When you progress to Level 5 of the FdA course, you will participate in the *Successful Transitions* Toolkit, a focused one-week induction programme designed to support your return to study and prepare you for the academic and professional demands of the second year. This structured and purposeful continuation recognises your achievements in Level 4 and helps you build on that foundation with increased confidence and clarity.

Our approach to employability

Through opportunities for engagement with industry experts, collaborative projects and experiential activities, you will be equipped with a skills set to start your own business as well as your professional career as an innovative thinking manager in an established business. The course will prepare you to take on the complex challenges of the contemporary events and hospitality industries and encourage you to think creatively as you build your own venture or pursue a meaningful role in the industry

This course takes a highly practical approach, preparing you for a wide range of career opportunities in creative business, hospitality, events, and digital marketing. The course also includes valuable interactions with industry professionals (through guest speakers and site visits), enabling you to observe and practise leadership skills in a safe and supportive environment.

Our dedicated *Career Planning and Employability Team* offers personalised one-to-one support and access to a range of tools and platforms that assist with career planning, CV writing, interview preparation, and job searching. Graduate outcomes for the *Hospitality and Event Management* programme typically reflects a strong alignment with both the services sector and the creative industries. These programmes are designed to develop skills in

leadership, customer experience, project planning, marketing, operations, human resource management, and business strategy, which open doors to a wide range of careers. Here are examples of potential graduate destinations:

Potential Graduate Roles:

- Corporate hospitality Representative/ event executive/Restaurant/cafe supervisor
- Talent acquisition coordinator
- Marketing assistant
- Front Office Assistant / Guest Experience Coordinator/ Guest service assistant
- Rooms Division supervisor
- Restaurant supervisor
- Events Coordinator / Events Executive
- Conference and Banqueting Planner
- Events Planning Assistant

Entrepreneurship:

Some students have launched their own businesses (e.g., wedding planning, catering, pop-up events, an independent café, boutique travel services). We are delighted that several of our students have started their own businesses and are successfully running their small and medium size businesses. We'd expect graduates from *FdA Hospitality and Event Management* to add to this list in future.

Further Study:

Upon successfully completing the *FdA Hospitality and Event Management* course, you can progress to a one-year BA (Hons) top-up degree in *Hospitality Management and Leadership* or enter the workforce directly. Potential career paths include roles such as an events coordinator, restaurant supervisor, conference and banqueting supervisor, hotel front office manager, hotel trainee manager, guest services officer, marketing assistant, or entrepreneur within the hospitality, travel, or events industries.

Our commitments

Sustainability, Diversity, Equality, and Inclusion, and Corporate Social Responsibility

Our course integrates the United Nations Sustainable Development Goals, Diversity, Equality and Inclusion, and Corporate Social Responsibility throughout the curriculum. These values are not presented as standalone topics but are embedded across all units to encourage students to engage critically and practically with the global and social challenges shaping industry practice.

We aim to equip you with the knowledge and skills to make informed decisions and take responsible actions that promote environmental sustainability, social justice, and ethical business practices. By embedding these principles within real-world business contexts, the course fosters socially responsible and forward-thinking professionals.

Aligned with our commitment to inclusive education, the course offers an accessible and equitable physical, digital, and intellectual learning environment. You are supported in considering the DEI implications of your work and professional practice through a teaching approach that cultivates critical awareness and inclusive thinking.

Through experiential learning and a strong emphasis on the development of professional, academic, and practical skills, you will graduate with the confidence and capabilities to lead, innovate, and contribute responsibly within diverse business environments.

Overall methods of assessment

Overall methods of assessment	Written exams:	Practical:	Coursework:
Level 4	0%	25%	75%
Level 5	0%	0%	100%

Indicative course learning hours

Indicative course learning hours	Independent:	Scheduled:	Percentage of scheduled delivered online	Placement:
Level 4	60%	40%	62.5%	0%
Level 5	60%	40%	62.5%	0%

The breakdown of indicative course learning hours:

The structured 40% of learning hours at L4 and L5 is split 15% on campus and 25% asynchronous content on Canvas. Three units are delivered in block delivery, one unit per 10-week term. In addition, there is a long thin unit each year spanning terms 1-3.

Structured delivery equates to a total of 480 hours. Structured delivery equates to a total of 480 hours; the overall indicative learning hours are 300 per unit and 1200 across the academic year.

Site visits

Visits to hotels, conference centres, sports venues, and event spaces and/ facilities can take place as part of a unit of study or for a year group. Any associated costs are included in your programme fees.

Equipment/materials recommended

We recommend that you bring your own laptop (PC or Mac) or tablet to campus to work in the classroom on your projects and course work. We also recommend that you bring at least 1TB hard drive to back up your work. We provide network storage, plus access to the Adobe Suite. Off campus, you will need your own laptop (PC or Mac) and a reliable internet connection for online activities.