

Programme Specification: BA (HONS) HOSPITALITY AND EVENT MANAGEMENT WITH FOUNDATION

Section 1: Overview		
1	Programme Title	BA (Hons) Hospitality and Event Management with Foundation
2	Programme Code	126100
3	Component Type	with Foundation
4	Banner Code	TBC
5	Applied to all offerings	Yes
6	UCAS code type	TBC
7	UCAS code	TBC
8	HECOS codes	100084
Section 2: Award Details		
1	Award Type	Exit Award
2	Award Description	Certificate in Higher Education
3	Award Title	Certificate in Higher Education
4	FHEQ Level	Level 4
5	Award Type	Exit Award
6	Award Description	Diploma in Higher Education
7	Award Title	Diploma in Higher Education
8	FHEQ Level	Level 5
9	Award Type	Exit Award
10	Award Description	Bachelor of Arts
11	Award Title	BA Hospitality and Event Management
12	FHEQ Level	Level 6
13	Award Type	Target Award
14	Award Description	Bachelor of Arts
15	Award Title	BA (Hons) Hospitality and Event Management

16	FHEQ Level	Level 6
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Section 3: Programme information

1	Awarding institution	The University of Law
2	Delivering institution	London College of Contemporary Arts (LCCA)
3	Study Level	Undergraduate
4	Programme Type	Partnership
5	Total credits	480

Section 4: Details

1	Summary programme description	Professional, Applied, Industry-Connected Hospitality Education. The BA (Hons) Hospitality and Event Management is a future-focused degree designed to develop digitally fluent, industry-ready graduates for one of the UK's largest and fastest-evolving sectors. Rooted in the realities of modern hospitality, the programme blends operational knowledge, service experience design, sustainability, and people-centred leadership to develop confident managers equipped for global roles. Set within UK's thriving hospitality ecosystem, students benefit from strong employer engagement, live projects, site visits, industry simulations, and the University of Law's Prepare–Engage–Consolidate (PEC) blended learning model. Throughout the degree, students build professional identity, communication ability, and reflective practice through year-long development modules, ensuring they graduate with the skills, confidence, and digital capability needed to thrive in hotels, F&B, guest experience, digital engagement, revenue management, and wider service-experience industries.
2	Programme highlights	Experience-Driven Hospitality Education A future-focused curriculum that prepares students to design, evaluate, and enhance guest experiences across global hospitality and service environments, aligning with a fast-evolving experience economy. • Digital-First and Data-Enabled Learning: Students build strong digital fluency through modules in digital engagement, revenue analytics, CESIM simulation tools, and technology-enhanced blended learning using ULaw's PEC model. • Authentic, Industry-Embedded Assessment: Learning is reinforced through real-world tasks such as consultancy briefs, operational simulations, boardroom scenarios, live projects, and digital artefact creation.

		• Employer Integration: Delivered in one of the world's most dynamic hospitality hubs, the programme leverages London's strong employer networks through site visits, guest lectures, industry briefs, and access to the LCCA Careers Studio. • Leadership and Resilience: The curriculum emphasises people-centred leadership, service culture, ethical management, communication, and team effectiveness—skills consistently identified as key sector shortages. • Professional Development Across All Levels: A unique year-long professional development module at each level supports continuous growth in identity, communication, employability, reflection, and industry readiness. • Inclusive, Accessible, and Holistic Learning Design: Grounded in Universal Design for Learning principles, the programme ensures equitable access through varied assessment formats, supportive academic structures, and diverse global case studies.
3	Owning School	TBC
4	Owning Department	TBC
5	Collaborating Departments	TBC
6	Programme Director Name	Olufemi Obasan
7	Programme Director Email	Olufemi.obasan@lcca.ac.uk
8	Applied to all offerings	Yes
9	Administrative Contact Name	TBC
10	Administrative Contact Email	Foundation.programmes@lcca.ac.uk
11	Applied to all offerings	No

Section 5: Duration and offerings

1	Duration – FT minimum	4 years
2	Duration – FT maximum	6 years

3	Display Name	TBC
4	Mode of Study	Full-Time / Full-Time Weekend
5	Mode of Delivery	On Campus
6	Intakes	October / February / June
7	Campus	LCCA London
8	Language of Study	English
9	Student Type	Domestic
10	Active	TBC
11	Publish	TBC
12	Clarification to appear in Handbook	TBC

Section 6: Partnership Provider

1	Name	TBC
2	Partnership Model	TBC
3	Partnership Start Date	TBC
4	Location of Delivery	TBC
5	Overview of Collaborative Arrangement	TBC

Section 7: Admissions

1	Entry Criteria	• Standard Entry: ○ 32 UCAS tariff points from accepted qualifications, or ○ Pass at Foundation Diploma in Business and/or Management (Level 3 or 4), or ○ Merit, Pass, Pass at BTEC Extended Diploma, or ○ Pass at UALAB Extended Diploma, or ○ 32 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or ○ A minimum of 24 points in the International Baccalaureate
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		• Non-Standard Entry: Applications from mature students with relevant work experience are welcomed and assessed via interview and portfolio review, aligning with the University's Widening Participation goals. English Language: • GCSE English at grade C/4 or equivalent • Functional Skills English Level 2 • Duolingo English Test (DET) 85 minimum • Person PTE Academic 46-58 • Pearson Versant 58-68 • Oxford Placement Test (OPT) 41-60
2	RPLs, articulation agreements and exemptions	TBC
3	Maximum number of RPL credits	As per standard ULaw policy
4	Application route	Direct Application
5	Minimum age requirements	18+
6	Visa process applicable?	No
7	UK Govt Loan Status	TBC
8	Intake Quota Minimum	18
9	Intake Quota Maximum	2,500
10	First Intake Start Date	September 2026
11	First Intake Application Date	August 2026

Section 3: Programme Structure

1	Programme Concept	The BA (Hons) Hospitality and Event Management programme aims to produce industry-ready graduates capable of leading in the dynamic global "experience economy". The programme blends operational rigour with strategic innovation, moving beyond traditional service models to focus on the design, management, and commercialisation of memorable consumer experiences. The programme aims to: 1. Develop Critical Industry Insight: Provide a robust understanding of the hospitality sector's structure, culture, and complexity, including the political, economic, and technological forces shaping the global landscape.
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		2. Foster Responsible Leadership: Instil the principles of ethical, sustainable, and inclusive leadership, equipping graduates to manage – and be effective members of - diverse teams and drive positive social impact within organisations. 3. Enhance Professional Employability: Cultivate a professional mindset through a sustained focus on personal branding, career strategy, and the development of transferable skills relevant to the modern workplace. 4. Bridge Theory and Practice: Integrate academic management theory with applied practical skills in service design, digital marketing, revenue management, and event execution. 5. Promote Innovation: Encourage creative and entrepreneurial thinking to design sustainable service concepts and resilient business strategies for a volatile global market.
2	Structural Model	Linear
3	Programme Learning Outcomes	Upon successful completion of the programme, students will be able to: A. Knowledge and Understanding • A1: Evaluate the theories, concepts, and principles of hospitality, events and tourism management within a global, cultural, and sustainable context. • A2: Analyse the impact of the external environment (political, economic, social, technological) on the strategy and operations of hospitality organisations. • A3: Demonstrate a systematic understanding of the management disciplines, including finance, marketing, human resources, and operations, and their application to the service sector. • A4: Appraise theories of entrepreneurship, leadership, ethics, and corporate social responsibility, and their role in managing diverse stakeholders and organisational culture. B. Cognitive and Intellectual Skills • B1: Synthesise and analyse quantitative and qualitative data to support strategic decision-making and problem-solving in business contexts. • B2: Evaluate the needs and expectations of diverse consumers to design innovative and inclusive service experiences. • B3: Apply creative and entrepreneurial thinking to generate new concepts, solutions, or strategies that address industry challenges or market gaps. • B4: Reflect on personal and professional development, demonstrating self-awareness and the capacity for lifelong learning. C. Professional and Practical Skills • C1: Plan, execute, and evaluate entrepreneurial projects and innovative events using professional operational documentation and project management tools. • C2: Utilise digital technologies and platforms effectively for marketing, data analysis, and professional communication.

		• C3: Formulate and communicate strategic business proposals (e.g., financial plans, crisis responses, brand strategies) to professional standards. • C4: Demonstrate professional behaviours, including effective teamwork, negotiation, and resilience, suitable for a leadership role in the service industry or for setting up your own entrepreneurial small hospitality business. D. Transferable and Key Skills • D1: Personal Effectiveness: Demonstrate resilience, emotional intelligence, and self-management in professional contexts, taking proactive responsibility for personal wellbeing and continuous career development. • D2: Collaboration: Work inclusively and effectively within diverse teams, demonstrating leadership capabilities and the ability to negotiate, influence, and resolve conflict to achieve shared objectives.																																																																																					
4	Structure Notes	The programme is delivered via a standard 480-credit framework Each level comprises 120 credits, delivered as four 30-credit modules Three modules are delivered in 10-week blocks (Term 1, 2, or 3). One module per level is a "Long-Thin" module that runs across all 30 weeks to support longitudinal skills development.																																																																																					
5	Programme structure	<table><tr><th>Module Code</th><th>Module Title</th><th>Status</th><th>Delivery</th><th>Credits</th></tr><tr><td colspan="5">Year 0 / Level 3 / Foundation Year</td></tr><tr><td colspan="5">Focus: Fundamentals, Literacy, and Self-Discovery</td></tr><tr><td>TBC</td><td>Principles of Business Innovation</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Digital Enterprise and Customer Experience</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Project X</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Research, Academic, Digital, and Employability Skills</td><td>Core</td><td>3-Term</td><td>30</td></tr><tr><td colspan="5">Year 1 / Level 4 / Cert HE</td></tr><tr><td colspan="5">Focus: Creativity, Collaboration, Confidence</td></tr><tr><td>TBC</td><td>The Contemporary Hospitality Landscape</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Hospitality Marketing and Digital Engagement</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Smart Service Operations and the Guest Experience</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Mastering Professional Identity and Communication</td><td>Core</td><td>3-Term</td><td>30</td></tr><tr><td colspan="5">Year 2 / Level 5 / Dip HE</td></tr><tr><td colspan="5">Focus: Application, Analysis, and Mechanics</td></tr><tr><td>TBC</td><td>Finance for Hospitality Leaders</td><td>Core</td><td>Block</td><td>30</td></tr><tr><td>TBC</td><td>Leadership and Resilience</td><td>Core</td><td>Block</td><td>30</td></tr></table>	Module Code	Module Title	Status	Delivery	Credits	Year 0 / Level 3 / Foundation Year					Focus: Fundamentals, Literacy, and Self-Discovery					TBC	Principles of Business Innovation	Core	Block	30	TBC	Digital Enterprise and Customer Experience	Core	Block	30	TBC	Project X	Core	Block	30	TBC	Research, Academic, Digital, and Employability Skills	Core	3-Term	30	Year 1 / Level 4 / Cert HE					Focus: Creativity, Collaboration, Confidence					TBC	The Contemporary Hospitality Landscape	Core	Block	30	TBC	Hospitality Marketing and Digital Engagement	Core	Block	30	TBC	Smart Service Operations and the Guest Experience	Core	Block	30	TBC	Mastering Professional Identity and Communication	Core	3-Term	30	Year 2 / Level 5 / Dip HE					Focus: Application, Analysis, and Mechanics					TBC	Finance for Hospitality Leaders	Core	Block	30	TBC	Leadership and Resilience	Core	Block	30
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			TBC	Hospitality Business Decision Making	Core	Block	30
			TBC	Creative Event Management	Core	3-Term	30
			Year3 / Level 6 / BA (Hons)				
			Focus: Synthesis, Strategy, and Future Leadership				
			TBC	Sustainable Hospitality Operations	Core	Block	30
			TBC	Revenue Management and Distribution Strategies	Core	Block	30
			TBC	The Future of Work	Core	Block	30
			TBC	Hospitality Live Project	Core	3-Term	30
6	Publish in Handbook	No					