Programme Information

FdA Applied Hospitality Management, 000175

Overview

Programme Title	FdA Applied Hospitality Management
Programme Code	000175

Additional Components	
Component Type	Standard
Banner Code	126700
Applies to all Offerings	Yes
Offerings	

Award Details	
Award Type	Exit Award
Award Description	Certificate in Higher Education
Award Short Title	Certificate in Higher Education
Award Title	Certificate of Higher Education
FHEQ Level	Level 4

Award Details	
Award Type	Exit Award
Award Description	Diploma in Higher Education
Award Short Title	Diploma in Higher Education
Award Title	Diploma of Higher Education
FHEQ Level	Level 5

Awarding Institution	ULaw only

Delivering Institution	Partner only

Study Level	Undergraduate
Programme Type	Partnership
Primary Subject	
Secondary Subject	

Total Credits	240

Details

Programme Overview	Design the Experience. Lead the Service. Shape the Future. In an era where the global economy is driven by "experiences" rather than just services, the FdA Applied Hospitality Management is your gateway to a high-impact career. This isn't a traditional hotel management course; it is a future-focused incubator for professionals who want to master the art of multisensory experience design and the science of strategic operations. Why Choose This Course? We bridge the gap between "high-touch" hospitality and "high-tech" innovation. From leveraging AI for guest personalisation to curating wellness-driven eventscapes, you will develop the agility to thrive in the world's most dynamic industry. Our coursework model replaces outdated exams with "Day One" professional tasks: live pitches, service blueprints, and strategic case studies. What You'll Master: Strategic Experience Design: Move beyond logistics to "engineer" guest journeys that are multisensory, ethical, and memorable. Contemporary Digital Marketing: Harness the power of data and digital tools to build brands and engage global audiences in a hyper-connected world. Global Operational Excellence: Master the mechanics of strategic management and financial analysis to ensure commercial viability and service quality. Purpose-Led Practice: Embed sustainability and UN Sustainable Development Goals (SDGs) into every event and operation, leading the charge for a more responsible industry. The Experience Forget traditional exams. Here, your progress is measured through applied research, live pitches, and professional portfolios. You will work on real-world business cases, using data-driven insights to solve complex challenges. Supported by dedicated Success Tutors, you will develop a "Day One" readiness that makes you a high-value asset in any industry. Your Future Starts Here Whether you aim to manage boutique luxury brands, coordinate international festivals, or disrupt the market with your own service innovation, this programme gives you the "experience-literacy" and strategic mindset to succeed. Experience-First Pedagogy: Students master the "Conception-to-Staging" lifecycle of eventscapes, focusing on sensory design and the psychological drivers of the guest journey. Digital Transformation Hub: The curriculum integrates hands-on mastery of digital marketing tools and AI-driven guest personalisation to prepare students for a digitally disrupted service sector. Authentic Assessment Diet: Traditional examinations are replaced by professional coursework, including live event pitches, financial strategy reports, and industry case studies. Global Strategic Mechanics: Students develop high-level analytical skills in strategic management and financial decision-making, moving beyond basic operations to business-critical oversight. Scaffolded Professional Growth: A dedicated year-long 'Academic and Professional Development' module provides

	continuous support, bridging the gap between vocational experience and HE-level strategic rigour. Cultural Intelligence (CQ) & Ethics: The programme systematically develops inclusive leadership skills and ethical frameworks, ensuring graduates can manage diverse global teams and sustainable operations. Consultancy-Style Capstone: The final year culminates in an independent Applied Project, where students act as consultants to solve a real-world hospitality or event challenge through evidence-based analysis.
Owning School	Business School
Owning Department	Business Management
Collaborating Departments	
Common Core	

Duration

Unit of duration - FT	Years
Duration - Full Time Minimum	2
Duration - Full Time Maximum	4
Unit of duration - PT	
Duration - Part Time Minimum	
Duration - Part Time Maximum	

Offerings

Offerings	
Display Name	FT-OC-Feb-London College of Contemporary Arts (LCCA)
Mode of Study	Full Time
Mode of Delivery	On Campus
Intakes	February
Campus	London College of Contemporary Arts (LCCA)
Language of Study	English
Student Type	Domestic
Active	No
Publish?	No
Clarification to Appear in Handbook	

Offerings	
Display Name	FT-OC-Jun-London College of Contemporary Arts (LCCA)
Mode of Study	Full Time
Mode of Delivery	On Campus
Intakes	June
Campus	London College of Contemporary Arts (LCCA)
Language of Study	English
Student Type	Domestic
Active	No
Publish?	No
Clarification to Appear in	

Handbook	

Offerings	
Display Name	FT-OC-Oct-London College of Contemporary Arts (LCCA)
Mode of Study	Full Time
Mode of Delivery	On Campus
Intakes	October
Campus	London College of Contemporary Arts (LCCA)
Language of Study	English
Student Type	Domestic
Active	No
Publish?	No
Clarification to Appear in Handbook	

Partnership Provider

Partnership Provider	
Provider Name	London College of Contemporary Arts (LCCA)
Partnership Model	
Partnership Start Date	
Location of Delivery	
Overview of collaborative arrangement (include URL of MoA if applicable)	
Applies to all Offerings	Yes
Offerings	

Accreditation

Placement / Work Based Training / Professional Practice

Apprenticeships

Admissions

Admission Requirements	
Entry criteria type	Academic entry requirements
Entry criteria details	Typical offer levels (e.g., 48 UCAS points) or equivalent international qualifications.

Admission Requirements	
Entry criteria type	English language entry requirements
Entry criteria details	GCSE English at grade C/4 or equivalent · Functional Skills English Level 2. · Or Duolingo English Test (DET) 85 minimum

Admission Requirements	
Entry criteria type	Equivalent qualifications

Entry criteria details	For applicants who do not meet standard academic entry criteria, a flexible entry policy will allow for: No formal qualifications are required, but applicants must have 2 years of relevant work experience and a level of 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.

Application route ID	
Application route	Direct Application
Description	

Minimum age requirements	
Description	18

Visa process applicable?	
Visa process	No

Intake Quota Min	15
Intake Quota Max	
First intake start date	25-Sep-2026
First intake application date	

Employability

Academic progression opportunities	• Level 6 Top-Up: A significant portion of graduates are expected to progress to Level 6 BA (Hons) Hospitality and Event Management (Top-up) to consolidate their technical FdA with a full undergraduate honours degree. • Lifelong Learning: Graduates possess the self-awareness and research literacy required to engage in continuous professional development (CPD), specialist certifications (e.g., in sustainability or luxury management), or further postgraduate training.
Career progression	• Supervisory and Management Roles: Graduates are

opportunities	prepared for a range of professional leadership positions, including Guest Experience Manager, Front-of-House Supervisor, Event Project Coordinator, and Boutique Operations Lead. • Service Innovation Readiness: Students graduate with the ability to design and launch new service concepts, having mastered tools like Service Blueprinting and developed a deep understanding of Strategic Experience Design. • Digital and Experience Fluency: Graduates possess "workplace readiness" in sector-specific technologies, enabling them to use AI tools ethically for guest personalisation, digital marketing, and the strategic management of events. • Ethical and Sustainable Leadership: Having engaged with the UN Sustainable Development Goals (SDGs), graduates are prepared to manage the environmental and social impacts of hospitality and large-scale events, grounding their decisions in global responsibility and cultural intelligence

Programme Structure

Structural model	
Type	Linear
Description	Vision The vision of the FdA Applied Hospitality Management is to redefine service education by shifting the focus from traditional vocational training to high-level experience engineering. We envision a graduate who is not merely a "manager of tasks," but a "curator of experiences"—a professional who seamlessly blends the "high-touch" empathy of hospitality with the "high-tech" agility of the digital age. By positioning our students at the intersection of wellness, sustainability, and digital transformation, the programme aims to produce the industry's most adaptable and future-ready practitioners. Aims The programme aims to develop a sophisticated blend of technical mastery and strategic intuition. It seeks to equip students with the "Experience-Literacy" required to design, market, and manage multisensory eventscapes and service encounters within a globalised economy. Specifically, the programme aims to foster a critical understanding of the Strategic Management mechanics of the sector, enhance digital fluency through Contemporary Digital Marketing, and cultivate the Cultural Intelligence (CQ) necessary to lead diverse teams. Ultimately, the programme aims to empower students to act as ethical change agents who can implement sustainable solutions within the international hospitality and event landscape. Rationale The rationale for this programme stems from a profound shift in the global service sector, where market demand has transitioned from simple transactions to transformative, personalised experiences. Analysis of current industry trends highlights a critical "skills gap" for management capable of navigating both the financial mechanics of operations and the creative demands of experience design. By replacing traditional exams with an Authentic Assessment model and integrating longitudinal scaffolding via the Applied Business Project, the programme

	directly addresses the requirements of a modern, diverse higher education landscape. This structure provides the academic rigour required for FHEQ Level 5 while ensuring "Day One" readiness for the complex, digitally-disrupted reality of the international hospitality and event markets.

Structure Notes	The programme is delivered via a 240-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.

Structure - 240 credit points	
Stage 1 - Year 1 - 120 credit points	CORE
[MODULE] BUSN41921 Global Service Management Approved 2026.01 - 30 credit points	
[MODULE] BUSN41923 Contemporary Digital Marketing Approved 2026.01 - 30 credit points	
[MODULE] BUSN41924 Digital Enterprise and Innovation Approved 2026.01 - 30 credit points	
[MODULE] BUSN41925 Academic and Professional Development Approved 2026.01 - 30 credit points	
Stage 2 - Final Year - 120 credit points	CORE
[MODULE] BUSN51936 Strategic Leadership and Management Approved 2026.01 - 30 credit points	
[MODULE] BUSN51938 Strategic Experience Design Approved 2026.01 - 30 credit points	
[MODULE] BUSN51939 Strategic Management in Hospitality and Events Approved 2026.01 - 30 credit points	
[MODULE] BUSN51937 Applied Project Approved 2026.01 - 30 credit points	

Learning Outcomes

Learning Outcomes	
Code	CLO1
Description	Critically evaluate the complex global structure, operational functions, and ethical challenges within the modern hospitality and events industry.
Number	1
Domain	Knowledge and Understanding

Learning Outcomes	
Code	CLO2
Description	Apply core principles of service excellence, strategic innovation, and cultural intelligence necessary for managing diverse global markets.
Number	2
Domain	Knowledge and Understanding

Learning Outcomes	
Code	CLO3
Description	Apply strategic frameworks (e.g., PESTLE, Porter's Five Forces) and innovation tools to solve complex business problems in a global context.
Number	3
Domain	Cognitive Skills

Learning Outcomes	
Code	CLO4
Description	Analyse and synthesise quantitative, qualitative, and financial data to inform and justify evidence-based operational and strategic decisions
Number	4
Domain	Cognitive Skills

Learning Outcomes	
Code	CLO5
Description	Design and manage innovative, digitally-enabled projects, event concepts, and customer experiences, demonstrating agility and entrepreneurial thinking.
Number	5
Domain	Practical Skills, Professional Competencies

Learning Outcomes	
Code	CLO6
Description	Develop a comprehensive applied research project, including

	rigorous planning, feasibility testing, data analysis, and the presentation of validated recommendations
Number	6
Domain	Practical Skills, Professional Competencies

Learning Outcomes	
Code	CLO7
Description	Communicate complex ideas effectively to diverse audiences using professional written, verbal, and visual formats (pitches, reports, and design documentation).
Number	7
Domain	Transferable Skills

Learning Outcomes	
Code	CLO8
Description	Demonstrate advanced collaborative, reflective, and professional leadership skills required for ethical practice and continuous personal development in the global workplace.
Number	8
Domain	Transferable Skills

Publish and Integration

Publish in Handbook?	No