

Programme Specification: FdA Applied Hospitality Management

Section 1: Overview

1	Programme Title	FdA Applied Hospitality Management
2	Programme Code	TBC
3	Component Type	Foundation Degree
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	Target Award
6	Award Description	Foundation Degree in Arts
7	Award Title	FdA Applied Hospitality Management
8	FHEQ Level	Level 5

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	240

Section 4: Details

1	Summary programme description	<i>Design the Experience. Lead the Service. Shape the Future.</i> 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 events, you will develop the agility to thrive in the world's most dynamic industry. Our 100% coursework model replaces outdated exams with "Day One" professional tasks: live pitches, service blueprints, and strategic simulations. 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.
2	Programme highlights	• Experience-First Pedagogy: Students master the "Conception-to-Staging" lifecycle of events, 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 100% professional coursework, including live event pitches, financial strategy reports, and industry simulations. • 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 Business Project, where students act as consultants to solve a real-world hospitality or event challenge through evidence-based analysis.
3	Owning School	TBC
4	Owning Department	TBC
5	Collaborating Departments	TBC
6	Programme Director Name	Dr Nsima Ekong/ Dr Daniel Hagan
7	Programme Director Email	nsima.ekong@lcca.ac.uk / daniel.hagan@lcca.ac.uk
8	Applied to all offerings	No
9	Administrative Contact Name	Stefania Danca
10	Administrative Contact Email	stefania.danca@lcca.ac.uk
11	Applied to all offerings	Yes

Section 5: Duration and offerings

1	Duration – FT minimum	2 years
2	Duration – FT maximum	4 years
3	Display Name	TBC
4	Mode of Study	Full-Time
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	London College of Contemporary Arts (LCCA)
2	Partnership Model	Validation
3	Partnership Start Date	TBC
4	Location of Delivery	LCCA London
5	Overview of Collaborative Arrangement	TBC

Section 7: Admissions

1	Entry Criteria	Standard Entry: Typical offer levels (e.g., 48 UCAS points) or equivalent international qualifications. Non-Standard Entry: 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.
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		- 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: GCSE English at grade C/4 or equivalent · Functional Skills English Level 2 · Or Duolingo English Test (DET) 85 minimum
2	RPLs, articulation agreements and exemptions	TBC
3	Maximum number of RPL credits	TBC
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	15 <Check against agreed viability thresholds>
9	Intake Quota Maximum	<Check against target numbers>
10	First Intake Start Date	September 2026
11	First Intake Application Date	TBC

Section 3: Programme Structure

1	Programme Concept	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 eventscaes and service encounters within a globalised economy. Specifically, the programme aims to foster a critical understanding of the Strategic Management mechanics
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		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.
2	Structural Model	Linear
3	Programme Learning Outcomes	Upon successful completion of the programme, students will be able to: A. Knowledge and Understanding • A1. Critically evaluate the complex global structure, operational functions, and ethical challenges within the modern hospitality and events industry. • A2. Apply core principles of service excellence, strategic innovation, and cultural intelligence necessary for managing diverse global markets. B. Cognitive and Intellectual Skills • B1. Apply strategic frameworks (e.g., PESTLE, Porter's Five Forces) and innovation tools to solve complex business problems in a global context. • B2. Analyse and synthesise quantitative, qualitative, and financial data to inform and justify evidence-based operational and strategic decisions. C. Professional and Practical Skills • C1. Design and manage innovative, digitally-enabled projects, event concepts, and customer experiences, demonstrating agility and entrepreneurial thinking. D. Transferable and Key Skills • D1. Communicate complex ideas effectively to diverse audiences using professional written, verbal, and visual formats (pitches, reports, and design documentation).

		D2. Demonstrate advanced collaborative, reflective, and professional leadership skills required for ethical practice and continuous personal development in the global workplace.					
4	Structure Notes	The programme is delivered via a standard 360-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		Module Code	Module Title	Status	Delivery	Credits
		Year 1 / Level 4 / Cert HE Focus: Creativity, Collaboration, Confidence					
		TBC	Global Service Management		Core	Block	30
		TBC	Contemporary Digital Marketing		Core	Block	30
		TBC	Digital Enterprise and Innovation		Core	Block	30
		TBC	Academic and Professional Development		Core	3-Term	30
		Year 2 / Level 5 / Dip HE Focus: Application, Analysis, and Mechanics					
		TBC	Strategic Leaderships and Management		Core	Block	30
		TBC	Strategic Experience Design		Core	Block	30
		TBC	Strategic Management in Hospitality and Events		Core	Block	30
		TBC	Applied Business Project		Core	3-Term	30
6	Publish Handbook	in	No				