



Business & Computing Examinations (BCE) LONDON (UK)

Hospitality Programme Analysis

The development of BCE programmes include extensive market research from the following sources:

- Data from BCE Centre Annual Reports.
- Enquiries received from different stakeholders.
- Email survey from statutory consultees and stakeholder bodies.
- Questionnaire survey from BCE learners.
- Input received during Approved Centres and Corporate companies training seminar.
- BCE discussions and feedback from potential employers.

BCE learners are 18+, classified as follows:

- Holders of General Certificate of Secondary Education (GCSE) intending to obtain a programme for employment or further education.
- Those already in employment furthering their knowledge for promotion or to venture into new fields.
- Corporate Companies approaching BCE directly or Approved Centres for in-house training.
- Those looking for career change.
- Mature adults with no formal programmes.

Guided Learning Hours is the entire notional learning hours representing estimate of total amount of time reasonably required for learners to achieve necessary level of attainment for the award of a programme. This comprises of and **Guided Learning**.

Activities that contribute to guided learning hours include:

- Guided Learning
- Independent and unsupervised research/learning
- Unsupervised compilation of a portfolio of work experience
- Unsupervised e-learning
- Unsupervised e-assessment
- Unsupervised coursework
- Watching a pre-recorded podcast or webinar
- Unsupervised work-based learning

Activities that contribute to Guided Learning include:

- Classroom-based learning supervised by a Tutor
- Work-based learning supervised by a Tutor
- Live webinar or telephone tutorial with a Tutor in real time
- E-learning supervised by a Tutor in real time
- Forms of assessment

Level 5 Diploma in Hotel Management (143 Credits)

The programme provides an overview of the hospitality industry with an emphasis on career opportunities, customer service, and personal success strategies. History, description and interrelationships of key industry segments emphasizing customer relations, ethics, leadership, critical thinking, and service standards for the restaurant, hotel, and travel-related businesses are vital.

Why does the programme exist – This programme introduce learners into the exciting and diverse hospitality industry. While providing an understanding of the scope and complexity of the industry, the programme cover key hospitality issues, management definitions, and career opportunities available in restaurants, hotels, beverage operations, casinos, theme venues, entertainment centres, cruise lines, and countless other hospitality businesses.

How does it fit into the larger programme – The programme looks at how the hospitality business operates, how the impacts on the local economy varies from country to country, and also its importance.

For who it was designed – Level 4 Certificate in Business Studies & Internet Technology or Level 5 Diploma holders from different disciplines interested in pursuing a hospitality career.

How it will benefit learners – Hospitality management prepare learners for a hospitality career. By providing the skills, knowledge, and hands-on training for professional development, hospitality management training is a valuable opportunity to get ahead in the resort and hospitality industry. Hotel managers may work as convention and event planners, front desk managers, or general managers where they oversee all operations.

Units:

- Front Office Management
- Food & Beverage Management
- Hospitality Management
- Hospitality Managerial Accounting
- Hospitality Strategic Management

Front Office Management – focus on the skills necessary to operate a hotel front office, including communications and human relations, front office operations, reservation systems and procedures, determining room availability and rates, registration procedures, cashier and billing procedures, and night audit procedures

Food & Beverage Management - Food and beverage managers are responsible for all food and beverage outlets in a hotel or conference centre. Food is a necessary commodity for all persons – both for sustenance necessary to maintain life and for the social facets of life associated with meals. The foods eaten and the eating practices of people are very much integrated into the overall heritage of the culture. The geographical and economic environment of a region or cultural area also has a significant impact on foods – their availability and usage. Different cultures and/or different ethnic groups have traditional foods and preparation and eating practices associated with them.

Hospitality Management - travel and tourism represents a broad range of related industries, its importance in the world of business is clear: it is the largest business activity in the world. How the hospitality business operates, and its impact on the local economy varies from country to country, but its importance is undeniable. Most of the major hospitality companies are either headquartered in the UK or have a major corporate presence in the UK. One major advantage of hospitality, it can be found everywhere – every country, town or city has: hotels, restaurants, retailing, transportation, travel agencies, tour companies, tourist attractions, cultural industries and leisure, recreation and sport.

Hospitality Managerial Accounting – is the strategic roles that financial analysis and finance play in internal management decision-making of hotel and restaurant firms. The quantitative tools of decision support models in hospitality financial management, developing a working knowledge of the ownership of hospitality assets, specifically hotels and restaurants, how the assets and the owner’s positions are valued, and the drivers of unit-level revenues and values. It provides an analysis of hotel and restaurant finance and develops an understanding of how franchise agreements and management contracts are used in hotels and restaurants.

Hospitality Strategic Management – the hospitality industry faces new and complex changes during the 21st century. Management in hospitality have responsibilities including; policy-making within global, international and national contexts, apply innovative strategic planning approaches in response to corporate policies. Good strategy creation and execution are the key ingredients in a firm’s recipe for success. The main focus is on how managers can guide their hotels in the formulation, implementation, and evaluation of strategies.

Unit	Pre-requisite	Core-requisite	Guided Learning Hours (GLH)	Number of Credits
Front Office Management	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
Food & Beverage Management	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	300	30
Hospitality Management	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	240	24
Hospitality Managerial Accounting	Basic Accounting knowledge.	A pass or higher in Certificate in Business Studies or equivalence.	240	24

Hospitality Strategic Management	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	240	24
Coursework (Project) for all units			190	19

Rules of combination:	All units are mandatory
Age Group:	18+
Programme Type:	Vendor/Industry

Front Office Management Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Overview of the hotel industry	2.0	8	6	2	2	2	20
02	Front office organisation	2.0	8	6	2	2	2	20
03	The Front office role	2.0	8	6	2	2	2	20
04	Total Quality Management	2.0	8	6	2	2	2	20
05	Hotel computerised reservation system	2.0	8	6	2	2	2	20
06	Hotel occupancy	2.0	8	6	2	2	2	20
07	Guest registration	2.0	8	6	2	2	2	20
08	Guest checkout	2.0	8	6	2	2	2	20
09	Front office training manual	2.0	8	6	2	2	2	20
10	Hotel security systems	2.0	8	6	2	2	2	20
11	Hotel policy laws	2.0	8	6	2	2	2	20
		22.0	88					220

Food & Beverage Management Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Roles of professional chef	2.0	8	6	2	2	2	20
02	Food safety	2.0	8	6	2	2	2	20
03	Well balanced diet	2.0	8	6	2	2	2	20
04	Types and styles of menus	2.0	8	6	2	2	2	20
05	Kitchen cooking equipment tools	2.0	8	6	2	2	2	20
06	Dairy industry products	2.0	8	6	2	2	2	20
07	Organising and planning working environment	2.0	8	6	2	2	2	20
08	Principles of various cooking methods	2.0	8	6	2	2	2	20
09	Cooking/preparing different meats	2.0	8	6	2	2	2	20
10	Cooking/preparing vegetables	2.0	8	6	2	2	2	20
11	Cooking/preparing and salads	2.0	8	6	2	2	2	20
12	Cooking potatoes, grains and pasta	2.0	8	6	2	2	2	20
13	Salad dressing	2.0	8	6	2	2	2	20
14	Sandwiches	2.0	8	6	2	2	2	20
15	Fruits for cooking	2.0	8	6	2	2	2	20
		30.0	120					300

Hospitality Management Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Hospitality industry overview	2.0	8	6	2	2	2	20
02	Management/operating agreement	2.0	8	6	2	2	2	20
03	Hotel organisation	2.0	8	6	2	2	2	20
04	Restaurant design	2.0	8	6	2	2	2	20
05	Hotel revenue forecast	2.0	8	6	2	2	2	20
06	Bar and beverage management	2.0	8	6	2	2	2	20
07	Gaming and entertainment	2.0	8	6	2	2	2	20
08	Hospitality marketing analysis	2.0	8	6	2	2	2	20
09	Managing cultural diversity in the hospitality industry	2.0	8	6	2	2	2	20
10	Communication	2.0	8	6	2	2	2	20
11	Budgetary control	2.0	8	6	2	2	2	20
12	Information Technology in Hospitality	<u>2.0</u>	<u>8</u>	6	2	2	2	<u>20</u>
		24.0	86					240

Hospitality Managerial Accounting Learning Hours Information Sheet

[see Diploma in Accounting & Finance]

Hospitality Strategic Management Learning Hours Information Sheet

[see Advanced Diploma in Management]

Level 5 Diploma in Travel & Tourism (131 Credits)

A travel and tourism career is a valuable opportunity for learners interested in obtaining top management positions in tourism industry. The field is diverse and can encompass a variety of businesses including casinos, resorts, hotels, and restaurants.

Why does the programme exist – Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Without full training, it is impossible to understand and fulfil customer needs and requirements.

How does it fit into the larger programme – The travel, resort, leisure, and tourism industry is expected to grow as more people enjoy trips with increases in their disposable income and also flight fares become more affordable.

For who it was designed – Level 4 Certificate in Business Studies & Internet Technology or Level 5 Diploma holders from different disciplines interested in pursuing a career in tourism industry.

How it will benefit learners – As the travel, leisure, and tourism industry continues to grow, the demand for professional managers and service workers is also expected to rise. Tourism is the fastest growing industry in the world.

Units:

- Tourism Management
- Travel & Tourism Marketing
- Tourism Law
- World Geography
- GDS Fares & Ticketing

Tourism Management - tourism are the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes. Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Tourism encompasses: outbound and inbound tourism. The tourism industry is divided into five different sectors: *accommodation, food and beverage services, recreation and entertainment, transportation and travel services*. The tourist industry can be an important part of a country's economy: in Britain, it employs more than two million people.

Travel & Tourism Marketing - marketing techniques associated with hotel, restaurant, and travel fields with emphasis on identifying and satisfying needs of customers; including marketing research and analysis, marketing strategies, marketing plans, salesmanship, and advertising.

Tourism Law - the nature and function of the legal system as applied to hospitality, restaurant and travel operations. Operator/guest relationships, contracts, torts, civil rights, and insurable risks are emphasized. From medieval times, the common law has placed uniquely high legal responsibility on the innkeeper. Fearful that innkeepers were working in conjunction with highwaymen who rob travellers, the law imposed strict liability on the innkeeper when a guest's property was stolen during his/her stay. As the law has evolved, this doctrine has survived and affects the rights of hotel guests relating to premises liability, property theft and personal injury. This legal precedent holds hotels to much a higher standard when contrasted with the liability of other large real estate owners.

Hotels are truly a world in microcosm. The risk is daunting. Even with a full team of experts (the asset manager, hotel manager, security expert, and insurance broker) working full time to prevent being sued, it is a virtual certainty. These are some of the daunting tasks: *Management Agreements* - the hiring of professional management companies has become prevalent and a clear definition of the role is essential. *Franchise Agreements* - the trend in the hospitality industry is that hotels are more likely to be operated under universally recognised "flags" and less often as independent hotels. *Construction Contracts* - even when there is not a change in brand, hotels are constantly renovating, and, due to the finances involved, these renovations most often take place while the hotel remains open. *Environmental Law* - environmental risk is a reality in the everyday operation of a hotel. Meeting standards for outside air intake, mould risks, asbestos management during renovation and maintenance, lead-based paint maintenance and leaking underground tanks are universal

concerns. *Sustainable Development and Building Green* - eco-friendly and Leadership in Energy and Environmental Design (LEED) certified hotels are now the norm today. Hotels are becoming leaders in energy savings, sustainable development practices and the use of environmentally friendly construction materials. *Zoning, Building Code, Landmark And Disability Requirements* - hotel development in and of itself requires a full array of legal expertise in zoning, landmarks laws, environmental requirements, building codes, fire codes, scaffold laws, handicap accessibility laws and other local laws, regulations and administrative requirements. *Leasing* - leasing has increasingly become a significant component of hotel law practice. High end retail stores, restaurants and health clubs have seen the benefit of leasing space in luxury hotels. *Defence of insurance claims* - insurance defence is an essential component of hotel law. It is clear that the hotel can recognise cost savings by incorporation of aggressive claim investigation and defence policies into day-to-day hotel operation. *Legal Liability Audits* - limiting or preventing claims relating to the hotel's premises can be accomplished by the conducting of a legal liability audit; lighting dimly lit areas and eliminating labyrinthine (complex) corridors or stairways will help prevent slip-and-fall cases and decrease liability due to inadequate security. *Counsel's familiarity with the hotel business and the locality* - defence of the insurance claim is most effective when defence counsel is familiar with the hospitality industry, the client and the locality; detailed knowledge of the hotel industry and its inner workings in personnel practices, hotel facilities management and recordkeeping goes a long way toward bringing about a favourable and minimal settlement.

World Geography – The study of world continents and major aspects of different countries. The programme explores facts about the diverse geography of planet earth: oceans, seas, rivers, maps, longitude and latitude.

GDS Fares & Ticketing – Travel is the fastest growing industry in the world. In many ways the ticketing system can hold the key to success in any transport system. This means that no matter how good the rest of the transport system - its integration, reliability, user-friendliness, etc., - Fares and Ticketing System can make that vital difference which either attracts or repels passengers.

Unit	Pre-requisite	Core-requisite	Guided Learning Hours (GLH)	Number of Credits
Tourism Management	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
Travel & Tourism Marketing	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
Tourism Law	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	240	24
World Geography	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
GDS Fares & Ticketing	Basic computer knowledge and keyboarding skills.	A pass or higher in Certificate in Business Studies or Fares & Ticketing Level I & II or equivalence.	220	22
Coursework (Project) for all units			190	19

Rules of combination:	All units are mandatory
Age Group:	18+
Programme Type:	Vendor/Industry

Tourism Management Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Future development within the tourism industry	2.0	8	6	2	2	2	20
02	Tourism organisations	2.0	8	6	2	2	2	20
03	Passenger transportation structure	2.0	8	6	2	2	2	20
04	Tourism distribution channels	2.0	8	6	2	2	2	20
05	Cultural factors in tourism	2.0	8	6	2	2	2	20
06	Factors affecting forecasting demand	2.0	8	6	2	2	2	20
07	Tourism planning and development	2.0	8	6	2	2	2	20
08	Tourist accommodation	2.0	8	6	2	2	2	20
09	Role of public sector in tourism	2.0	8	6	2	2	2	20
10	Information Communication Technologies and tourism	2.0	8	6	2	2	2	20
11	Social economic and environment on tourism	2.0	8	6	2	2	2	20
		22.0	88					220

Hospitality & Travel Marketing Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Marketing fundamentals	2.0	8	6	2	2	2	20
02	Services marketing	2.0	8	6	2	2	2	20
03	Hospitality marketing	2.0	8	6	2	2	2	20
04	Marketing research	2.0	8	6	2	2	2	20
05	Segmenting hospitality and travel markets	2.0	8	6	2	2	2	20
06	Marketing strategy	2.0	8	6	2	2	2	20
07	Marketing plan	2.0	8	6	2	2	2	20
08	Hospitality and travel associations	2.0	8	6	2	2	2	20
09	Hospitality and travel packages	2.0	8	6	2	2	2	20
10	Distribution mixes	2.0	8	6	2	2	2	20
11	Promotional mixes	2.0	8	6	2	2	2	20
		22.0	88					220

Tourism Law Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Managing legal issues	2.0	8	6	2	2	2	20
02	Travel and tourism organisation	2.0	8	6	2	2	2	20
03	Hospitality organisational structure	2.0	8	6	2	2	2	20
04	Business contracts	2.0	8	6	2	2	2	20
05	Hospitality contracts	2.0	8	6	2	2	2	20
06	Property management	2.0	8	6	2	2	2	20
07	Job contracts	2.0	8	6	2	2	2	20
08	Tourism employment legal requirements	2.0	8	6	2	2	2	20
09	Legal responsibilities to guests	2.0	8	6	2	2	2	20
10	Travel agent role and responsibility	2.0	8	6	2	2	2	20
11	Safety and security	2.0	8	6	2	2	2	20
12	Insurance policies	2.0	8	6	2	2	2	20
		24.0	96					240

World Geography Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Categories of physical geography	2.0	8	6	2	2	2	20
02	Seven continents	2.0	8	6	2	2	2	20
03	Countries of the world	2.0	8	6	2	2	2	20
04	Cities of the world	2.0	8	6	2	2	2	20
05	Oceans of the world	2.0	8	6	2	2	2	20
06	Currencies of the world	2.0	8	6	2	2	2	20
07	Languages of the world	2.0	8	6	2	2	2	20
08	Economies of the world	2.0	8	6	2	2	2	20
09	Globalisation	2.0	8	6	2	2	2	20
10	Airlines of the world	2.0	8	6	2	2	2	20
11	World politics	2.0	8	6	2	2	2	20
		22.0	88					220

GDS Fares and Ticketing Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Encode/decode function system	2.0	8	6	2	2	2	20
02	Checking flight availability	2.0	8	6	2	2	2	20
03	Flight booking process	2.0	8	6	2	2	2	20
04	Reservation system properties	2.0	8	6	2	2	2	20
05	Segment specifications	2.0	8	6	2	2	2	20
06	Special services	2.0	8	6	2	2	2	20
07	Fare basis codes	2.0	8	6	2	2	2	20
08	Currency codes	2.0	8	6	2	2	2	20
09	Managing queues	2.0	8	6	2	2	2	20
10	Repeat booking	2.0	8	6	2	2	2	20
11	Timatic database	<u>2.0</u>	<u>8</u>	6	2	2	2	<u>20</u>
		22.0	88					220