

Nottingham College Course Specification

Basic Course Information

1.	Awarding Institution:	Nottingham Trent University
2.	Faculty/Campus:	Sports and Catering, Adams
3.	Final Award, Course Title and Modes of Study:	BA(Hons) Service Sector Management
4.	Normal Duration:	Full time 1 year, Part time 2 years.
5.	UCAS Code:	Institution Code: N30 Course Code: N291

6. Overview and general educational aims of the course

The BA (Hons) Service Sector Management course has been developed to meet the needs of students who have already gained a Foundation Degree, HND, HCIMA Diploma or other similar qualification and wish to continue their Higher Education studies to Degree level.

At the end of the course you will have acquired the relevant professional knowledge and skills and be equipped for employment in the developing service sector. In the context of this degree course, Service Sector Management includes Hospitality Management, Travel, Tourism and Leisure Management, Events Management and Licensed Retail Management.

The course is designed to allow you to study organisations, their management and the changing external environment in which they operate, as well as preparing you for a career in Service Sector Management. In addition to these specific issues, completing the course will aid your enhancement of lifelong learning skills and personal development to contribute to society at large. You will be required to complete a Business Research Project to show good use of English and competent research skills. The course recognises the need for developing traditional QCF level 6 skills featuring initiative, accepting personal responsibility, and complex decision making that provide a foundation of qualities and transferable skills necessary for employment, or upon which further education at post-graduate level can be made possible.

In summary, the BA (Hons) Service Sector Management has been designed to meet the following aims:

- To provide you with opportunities to investigate the areas of the industry in which your interests and future aspirations lie, and to enable you to work with a greater expertise and understanding
- To give an over-view of the services industry and provide the underpinning knowledge necessary to operate effectively within it
- To enhance your understanding of the importance of the service sector and of effective service sector management, as it supports the strategic objectives of the organisation
- To integrate the specific knowledge and skills into a coherent whole, which will encourage you to view the industry holistically
- To develop your understanding of the role and standing of the industry in the broader environmental, economic, political, social and technological context.

<p>7. Course outcomes</p> <p>Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.</p> <p>(B) Indicates QAA Benchmarks</p>
<p>Knowledge and understanding</p> <p>By the end of the course you should be able to:</p>
<ul style="list-style-type: none"> • A1. analyse the nature, characteristics, needs and expectations of different consumers through applying consumer behaviour theories and concepts and socio-cultural theories (B) • A2. Develop a critical awareness and appreciation of existing and emerging standards, policies, initiatives, frameworks and contemporary issues affecting service sector operations. • A3. Evaluate and apply appropriate theories and concepts from the generic management areas of operations management, finance and management accounting, human resources and organisational behaviour, services marketing, digital marketing and consumer behaviour, information systems and technology, and strategic management. (B) • A4. Review and analyse the political, technological, social, and economic factors which affect supply and demand (B) • A5. Explain, assess and challenge theories of sustainability and ethics in the production and consumption (B) • A6. Assess how technology and media influence and change products, operations, processes and behaviours • A7. Evaluate the structure, operation and organisation of the public, private and not-for-profit sectors and their activities
<p>Skills, qualities and attributes</p> <p>By the end of the course you should be able to:</p>
<ul style="list-style-type: none"> • B1. Creatively plan, design, lead, manage and execute practical activities using appropriate techniques and procedures while demonstrating high levels of relevant skills (B) • B2. Complete a sustained piece of independent intellectual work (such as a long project or dissertation) which plans, designs, critically assesses and evaluates evidence in the context of appropriate research methodologies and data sources (B) • B3. Select and apply literacy and communication skills in a range of contexts including verbal, auditory, performance, digital and multi-media forms • B4. Work effectively independently and with others, as both a team member and a leader, recognising and respecting the values of equality and diversity (B) • B5. Plan learning and continuing personal and professional development through self-appraisal and reflecting on practice in academic and professional contexts • B6. Undertake fieldwork with continuous regard for ethics, safety and risk assessment. (B) • B7. Apply numeracy skills to manage budgets and analyse quantitative data.
<p>8. Learning and teaching methods</p>
<p>It is a theoretical programme to the extent that it concentrates upon the fundamental factors that determine business success. But it is practical to the extent that acquiring deep insight into the determinants of business success is the basis for developing sound management practices.</p> <p>A thematic approach to your studies.</p> <p>Key business themes have been identified for your course of studies:</p>

- Organisations and their structure
- Products, services and markets
- Business start-up and growth strategies
- The human interface
- Financial competency
- Current trends in management, change and management of change
- Enabling success and strategic choices

The course teaching strategy utilises a thematic approach which has certain benefits in so far as it reduces the tendency to 'pigeon hole' disciplines into distinct modular silos, giving a holistic approach to business strategy, human resource management and marketing management, and maintains an inclusive curriculum throughout the course .

A variety of teaching and learning methods will be incorporated into the course in order to ensure you cover all learning outcomes. These will include lectures, seminars, tutorials, workshops, directed research, case study analysis and visiting speakers.

A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules. You will be encouraged to further develop independent learning skills through directed learning from module tutors and via self-directed study.

Teaching methods employed by the team to deliver the course will include:

Lectures – formal taught sessions that will cover specific subjects as part of a module, during which you will be expected to make notes and then develop learning based on the relevant contents of the lecture. The principal focus of the lecture is to develop analytical skills, knowledge and understanding of a range of material.

Seminars – informal sessions that are offered in a similar style to lectures, but for which you must prepare material or questions upon which a dialogue can be formed during the session to enhance learning. The principal focus of the seminar is to develop analytical skills, knowledge and understanding of material. This will be achieved through scenarios where you will be required to undertake substantial work prior to each session.

Visits from guest speakers – industry advisors and additional guests offering key knowledge of specific practices will be invited in to discuss your work and career opportunities within the public or private sectors.

Tutorials – regular meetings with module leaders and dissertation supervisors designed to address specifically analytical skills, knowledge and understanding.

Learning methods employed by the course team to encourage the acquisition and retention of knowledge will include:

Formal written assessment – all of your work will receive formal written feedback, following which you will have an opportunity to have more in-depth discussion relating to assessed work to develop knowledge and understanding of your own progression during the course.

Taught/directed study – staff on the course will deliver lectures and facilitate seminars during which taught elements of the course will provide you with explicit knowledge of key practices and procedures to help you develop skills and other attributes.

Self-directed independent study – ultimately you are responsible for your own learning, especially at undergraduate level. You must demonstrate that you are a capable and independent learner able to work without continual supervision. Independent study will help you gain skills, subject knowledge and understanding and will provide demonstrable evidence of your commitment to lifelong learning.

9. **Assessment methods**

Assessments are designed to provide you an opportunity to demonstrate your strengths in a number of ways to ensure you achieve the course learning outcomes and so a variety of assessment methods are used. There is a strong focus on the vocational nature of this course including live project work and industry based assignments.

A brief description of assignments and grade weightings are shown below, further details can be found in Module Specifications.

The cross-modular assignment

As a major piece of coursework, your Business Research Project provides you with a unique opportunity to become an independent learner and develop your own particular interests. It offers the chance to build on past experiences, enhance existing skills of planning and organisation and develop new skills of a practical and methodological nature. This independent study module is a key element of the course and allows you to work at your own pace. It is anticipated you will personalise your own research in one of the following ways:

- Agreeing a company specific piece of research in association with a business mentor
- Conducting a full business audit and project plan for enterprise development for a type company you have an interest in working in on completion of your studies
- Undertake a conventional dissertation around a business strategy topic in preparation for continuing study at Level 7
- Develop a business plan for a start-up business you have interest in pursuing on completion of your studies, or an enterprise development plan for a business you have already started.

Three of the modules, SSM604 Strategic Business Environment, SSM605 Research Project, and SSM 606 Strategies for Revenue Management are assessed by this cross modular assessment.

The research project itself counts for 100% of the SSM605 grade. The business strategy elements of the project count for 50% of the SSM604 grade. The financial plan of the project counts for 50% of the SSM606 grade.

Contemporary Issues Seminar

As a team member, you will analyse a contemporary issue for the strategic management of an organisation of your choice, evaluating a range of competing views relating to the issue and its effect on developments within the service industry. As part of the group, you will then present your findings at an undergraduate conference, inviting audience contributions to the debate on the

issues investigated. You will be assessed on your research, the argument, your debating skills and your presentation skills.

This assessment counts for 50% of SSM604.

Other assignments

Computer generated financial accounts and extracted reports, counting for 50% of SSM606.

A Consultancy Report for a business, analysing an advertising campaign, counting for 50% of SSM603 Marketing Planning for Services.

A digital integrated marketing plan for a business of your choice, counting for 50% of SSM603 Marketing Planning for Services.

A recruitment and selection policy handbook suitable for a small to medium sized enterprise, counting for 50% of SSM602 Human Resource and Personal Development Management.

A personal development portfolio to show continuing personal and professional development through self-appraisal, reflecting on academic and vocational contexts, counting for 50% of SSM602 Human Resource and Personal Development Management.

Assessment Schedule

Module Code	Module Title	Element 1 (weighting)	Element 2 (weighting)
SSM601	Developing Business Skills and Research	Research Proposal (0%)	
SSM602	Human Resource and Personal Development Management	Recruitment and Selection Handbook (50%)	Synoptic Personal Case Study (50%)
SSM603	Marketing Planning for Services	Consultancy Report for an Advertising Campaign (50%)	Digital Marketing Plan (50%)
SSM604	Strategic Business Environment	Cross Modular Research Project with SSM605 and SSM606. (50%)	Contemporary Issues Seminar. (50%)
SSM605	Research Project	Cross Modular Research Project with SSM604 and SSM605. (100%)	
SSM606	Strategic Revenue Management	Cross Modular Research Project with SSM604 and SSM605 (50%)	Computerised Accounting Report (50%).

As well as formal assessments, the course incorporates formative and diagnostic assessments – through which the staff can provide you with more informal feedback on your progress and development.

The course is designed to reflect elements of Nottingham Trent University's Strategic Plan by:

- Forming stronger links with employers to connect employer requirements with student aspirations and extend local opportunities for student employment
- Enabling students to personalise their studies and experiences
- Using research, scholarship and innovation to underpin studies
- Recognising and supporting high performance and rewarding and celebrating success and excellence.

The course is a one year full time top-up degree, or two year part-time, at QCF level 6. You will be required to complete the five taught modules in order to achieve the award. All of the modules will be delivered and assessed at QCF level 6. Students who do not gain sufficient credits to gain BA (Hons) qualification may qualify for an Ordinary degree.

One Year Full time Study

In semester 1 and 2 you will study Developing Business Skills and Research, Human Resource and Personal Development Management, Marketing Planning for Services and Strategic Business Management.

In semester 2, in addition to finalising the above modules, you will develop your Business Research Project and study Strategic Revenue Management.

2 Year Part time Study

Year 1 you will study Developing Business Skills and Research, Human Resource and Personal Development Management, Marketing Planning for Services and Strategic Business Management.

Year 2 you will develop your Business Research Project and study Strategic Revenue Management.

SSM601 Developing Business Skills and Research (0 Credits)

This module is designed to aid your transition from QCF level 4 and 5 to QCF level 6. The taught components will deliver essential study skills relative to further academic study of Service Sector Management. Completion of this module is an essential component of the course, culminating in the preparation of your Research Project Proposal which will be based on formative assessment not contributing to the final summative assessment of your Research Project.

SSM602 Human Resource and Personal Development Management. (20 Credits)

You will be exploring contemporary strategies in Human Resource Management that shape benchmark Service Sector employers, to discover what sort of strategies a business should consider in order to offer meaningful career pathways and meet challenges it faces whilst creating an environment that retains talented employees.

Also to identify ways to improve your professional and personal potential by making positive changes and managing yourself, benefitting from developing your soft-skills and self-awareness which will help you achieve success when managing people.

SSM603 Marketing Planning for Services (20 Credits)

You will be exposed to the principles and concepts of marketing, and assuming the role of a marketing consultant justify a range of marketing decisions in a current marketing campaign of your choice. Also learning about market segmentation, you will be able to appreciate the importance of customer orientation and of satisfying customer needs successfully in an increasingly competitive environment. Digital marketing principles and the role of social media will be studied and how to apply them to create a successful strategy.

SSM604 Strategic Business Environment (20 Credits)

The aim of this module is to help you develop a keen awareness of the business environment and to critically examine the fundamental theory and practice of strategic management and strategic decision making within service industries. Innovation and creativity management are key studies and understanding that change is an essential component of the management process in developing new products, services and markets for use in the service sector.

SSM605 Research Project (40 Credits)

The aim of this module is to provide a unique opportunity to engage in an independent research project of your choice building on an understanding of the comprehensive characteristics of good research. With guidance, you will have an opportunity to demonstrate your capabilities in researching, planning and delivering an industry or community related project and exhibit at an end of course event to peers and industry professionals.

SSM 606 Strategies for Revenue Management (20 Credits)

The aim of this module is to consolidate financial planning knowledge, develop a knowledge of complex spreadsheet models and computerised accounting programmes, synthesise and evaluate business performance and strategy and show how companies portray themselves through their annual accounts.

11.**Admission to the course**

The BA (Hons) Service Sector Management has been designed specifically for students who have completed QCF level 5 qualifications and wish to gain a graduate level qualification. The course is to be considered a 'final year' that complements and builds upon prior accredited learning.

Admission will be available to :

- Applicants who have achieved 240 CATS points, of which 120 should be at QFC level 5 in a related discipline, for example, Hospitality Management, Travel, Tourism and Leisure Management, Events Management and Licensed Retail Management.
- Applicants who have successfully completed an HND course in a similar discipline with at least four merits for QFC level 5 modules.
- Mature Applicants with 3 years' recent and relevant professional experience or other qualifications.
- Applicants who have achieved a foundation degree in a similar discipline.

Mature applicants without formal qualifications will be required to attend an interview at which they should produce evidence of their capability to sustain the programme successfully. Candidates not able to do this may be required to sit assessments of their ability to complete the course satisfactorily.

International applicants will require an IELTS score of at least 6.0, with no component less than 5.5, in addition to the standard entry criteria of 240 CATS points, and evidence of equivalent numeracy level to GCSE grade C.

Non-UK qualifications will be assessed in comparison to their UK equivalents.

The entry requirements will enable applications from a wide range of prospective local and national students who have completed HND or Foundation Degree qualifications in appropriate subject

areas of Hospitality Management, Travel, Tourism and Leisure Management, Events Management and Licensed Retail Management.

Accreditation of Prior (Experiential) Learning (APEL) will be available for applicants who have substantial experience in the hospitality and tourism sector and are able to provide evidence of their previous attainment of specific learning outcomes, in accordance with Nottingham College Accreditation of Prior Learning Policy. Guidance will also be taken from NTU's Academic Standards and Quality Handbook relating to Accreditation of Prior Learning (APL), which includes specific guidance on APEL for admission with advanced standing. Additionally, guidance on the definitions and boundaries, policies and procedures will be taken from the UK Quality Code for Higher Education, Chapter B6: Assessment of students and recognition of prior learning (October 2013).

12. **Support for learning**

You will undergo a planned programme of induction activities, which include induction to Nottingham College and the course. This will include activities such as induction to the Learning Centre, team building activities and specific programme induction.

The Course Leader will provide academic and pastoral guidance and support. You will be entitled to have a minimum of three individual tutorials during the year where progress will be discussed and targets recorded. However, it is anticipated that you will also access the on-going tutorial support from module leaders. These individual module leaders will provide support for specific modules, providing informal and formal feedback on your progress.

On-line support via email and the programme-specific Interact link, with message board and course information on the Nottingham College website will be available to you. Information such as assignment briefs, module specifications and assessment policies will be available on-line. It is also anticipated that peer support will be an important feature of the group, as you will be encouraged to participate in informal situations to engage with each other.

A student counselling support service is available for all students.

There are a number of additional support strategies in place which are specific to the BA (Hons) Service Sector Management course. These include:

Nottingham Trent University Learning Centres – Nottingham Trent University (NTU) provides access to Nottingham College students registered on NTU validated courses.

Careers Advice - In addition to the advice and guidance offered at Nottingham College, Careers Advisor to NTU, and guest speakers from Industry will form a decisive, informative guide to working and gaining work in industry

13. **Graduate destinations/employability**

At the end of the course you will have acquired the professional knowledge and skills necessary to equip you for employment in the service sector where there is a wide range of career opportunities.

Some graduates choose to venture into other sectors and are equally successful in gaining employment through the transferable skills gained on the course.

Upon graduation it may be your wish to undertake a post-graduate diploma or higher degree. This course will help you develop skills in a number of areas that will be beneficial to progression in your

studies. Modules such as the Research Project (SSM605) will provide you with the necessary presentation and analytical skills that will aid such progression.

14. Course standards and quality

The Course Leader will monitor and review feedback from you, as a current student, on the induction process and delivery of each module. You will also be provided with detailed oral and written feedback on all work that is assessed.

An External Examiner will monitor and assess the standards and quality of the course and submit an annual report to NTU as awarding institution.

A Nottingham Trent University Academic Liaison is our link with the University and will also monitor and report on the standards and quality of the course on behalf of the awarding institution.

15. Assessment regulations

This course is subject to Nottingham College HE Assessment Policy (located in the Handbook for Higher Education Students), a copy of which will be made available to you at induction.

16. Additional information

Collaborative partner(s):	Nottingham Trent University
Course referenced to national QAA Benchmark Statements:	Events, Hospitality, Leisure, Sport and Tourism 2016

Date implemented: September 2018

Any additional information: