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## MODULE DESCRIPTOR

### Module Title

Managing Strategy For Hospitality

Reference	BS4199	Version	3
Created	April 2017	SCQF Level	SCQF 10
Approved	September 2010	SCQF Points	30
Amended	August 2017	ECTS Points	15

### Aims of Module

To investigate and evaluate contemporary hospitality strategic issues.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Appraise the range and scope of strategic development within the hospitality sector in light of current trends and issues.
- 2 Critically evaluate the strategic options available.
- 3 Synthesise the issues associated with achieving competitive advantage.
- 4 Apply the key concepts as a predictive tool to aid the establishment of sustainable strategy.

### Indicative Module Content

Operations Sector: strategic corporate issues, current climate and issues, competitive advantage, added value. Mission, objectives, business choices for stakeholder satisfaction. Methods of strategic development, strategic and tactical choice, and its implementation. Example of best practice, future trends and contemporary issues.

### Module Delivery

This is a lecture based course supplemented by tutorials. Key concepts are reinforced through directed reading, student centred learning, tutorial discussion and independent research. This 30 credit module runs across 2 semesters.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	66	66
Non-Contact Hours	234	234
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4

Description: The coursework will have two parts. The first component will be a critical review of strategic issues. The second will be an appraisal of applied current issues.

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None, in addition to course entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 JOHNSON. G., et al, 2017. *Exploring strategy. 11th ed.* London: Pearson Education Ltd.
- 2 *International Journal of Contemporary Hospitality Management.* London: Emerald Publishing.
- 3 OKUMUS, F., ALTINAY., and CHATOTH, P., 2010. *Strategic management for hospitality and tourism: content and process.* Amsterdam: Butterworth-Heinemann. *ebook*
- 4 TRANTER. K., STUART-HILL. and PARKER., J., 2013. *An introduction to revenue management for the hospitality industry: Pearson New International Edition.* New Jersey: Prentice Hall.
- 5 Lynch, R., 2015. *Strategic management.* London: Pearson Education Ltd