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## MODULE DESCRIPTOR

### Module Title

Managing Strategy For Hospitality

Reference	CB4230	Version	1
Created	August 2020	SCQF Level	SCQF 10
Approved	October 2020	SCQF Points	15
Amended		ECTS Points	7.5

### 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 concepts available.
- 3 Synthesise the issues associated with achieving competitive advantage.
- 4 Critically discuss the key strategic options and relate to the establishment of sustainable strategy.

### Indicative Module Content

Operations Sector: strategic operational issues, current climate and issues, competitive advantage, added value. Hospitality brands. Mission, objectives, business choices for stakeholder satisfaction. Methods of strategic development, strategic choice, and its implementation. 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.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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: Individual Portfolio Assessment

**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.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 OKUMUS, F. et al., 2020. Strategic management for hospitality and tourism. 2nd ed. Oxon: Routledge.
- 2 International Journal of Contemporary Hospitality Management. London: Emerald Publishing.
- 3 LYNCH, R., 2021. Strategic management. 9th ed. London: Pearson Education Ltd
- 4 JOHNSON. G. et al., 2021. Exploring strategy. 11th ed. London: Pearson Education Ltd.