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MODULE DESCRIPTOR

Module Title

Managing Strategy For Hospitality

Reference	CB4230	Version	2
Created	June 2023	SCQF Level	SCQF 10
Approved	October 2020	SCQF Points	15
Amended	July 2023	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 management options and relate to the establishment of sustainable competitive strategy.

Indicative Module Content

Operations Sector: strategic operational issues, current environment and issues, competitive advantage, sustaining competitive advantage, added value. Hospitality brands. Mission, objectives, business choices for stakeholder satisfaction. Methods of strategic development, strategic choice, and its implementation. Best practice, contemporary issues and future trends

Module Delivery

This is a lecture based course supplemented by tutorials and workshops. Key concepts are reinforced through directed reading, student centered 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 Written Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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.