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Higher Nationals in

Hospitality Management

EXAMPLE ASSESSMENT BRIEF

Unit: 1 The Contemporary Hospitality Industry

For use with the Higher National Certificate and
Higher National Diploma in Hospitality Management

Brief Number: 1

First teaching from September 2018

Issue 1



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Higher National Certificate/Diploma in Hospitality Management

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	1 The Contemporary Hospitality Industry
Academic Year	
Unit Tutor	
Assignment Title	The hospitality industry recruitment drive
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

This submission is in the form of an academic poster and a series of comprehensive factsheets that are appropriate and suitable for use at a professional graduate recruitment fair. This is to be completed in pairs.

A 10-minute presentation of an academic poster in pairs, with supporting notes. Research should be referenced using the Harvard referencing system. A bibliography should be provided using the Harvard referencing system. The recommended length is 1000 words, although you will not be penalised for exceeding 1000 words.

Factsheets should be professional in style and presentation format, and should emphasise key points concisely, using tables, bullet points and/or headings, on a single printed page. Bold, text boxes, and graphics add emphasis. Provide a bibliography using the Harvard referencing system.



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Unit Learning Outcomes

LO1 Examine the current structure, scope and size of the hospitality industry

LO2 Explore current and anticipated skills requirements in the hospitality industry

Assignment Brief and Guidance

*Please note that assignment guidance is for reference only and should be more specific in detail to meet customised needs.

Scenario and Activity:

You have been employed as a talent development specialist for a multifaceted international hospitality company in [named organisation/an organisation of your choice – your own place of work if appropriate].

Your remit is to attract and develop team members who can help the company to realise their expansion and growth plans and ensure that the company has the right staff with the right skills to be a successful player in the fast moving, ever changing hospitality industry.

In pairs you have been tasked with producing an academic poster to present at a University hospitality graduate recruitment fair and a series of factsheets that can be used to promote working in the hospitality industry so that the company can attract staff.

The academic poster is to be presented at one of the allocated event seminar sessions and will provide detailed analysis of the hospitality industry including:

- An overview and explanation of the different sectors of hospitality and the diversity of the products and services they offer, and an evaluation of how the hospitality industry contributes to the local, national and global economy
- An evaluation of how franchising and licensing agreements have influenced global development, using specific examples.

You are also required to produce a series of comprehensive factsheets that can be used at the recruitment fair. The fact sheets should include the following:

- An explanation of the operational and functional departments within a large hospitality organisation providing an organisational chart to explain the interrelationships between the different departments. You should show the nature and scope of where the organisation operates.
- An examination of at least 4–6 different employment roles, their progression routes and the

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skills required for these roles.

- A review on the skills gaps and shortages with an analysis of how the industry is responding to resolve these issues.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO1 Examine the current structure, scope and size of the hospitality industry		D1 Analyse how global growth, franchising and licensing developments have contributed to the economic worth of the hospitality industry
P1 Explore the different types of business within the hospitality industry and the diverse products and services they offer	M1 Review the interrelationships of the operational and functional units within a chosen hospitality business	
P2 Examine a range of operational and functional departments within a chosen hospitality business	M2 Assess how the use of franchising and licensing agreements has influenced the global development of the hospitality industry	
P3 Discuss the contribution of the hospitality industry to local, national and international economies		
LO2 Explore current and anticipated skills requirements in the hospitality industry		D2 Analyse the impact that skills gaps have on hospitality businesses and make valid solutions for addressing these skills gaps
P4 Investigate a range of different operational roles within the hospitality industry	M3 Review the skills gaps within the hospitality industry in relation to a range of different operational roles	
P5 Examine the skills required for roles within the hospitality industry and current skills shortages		



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EXAMPLE ASSESSMENT BRIEF

Unit: 2 Managing the Customer Experience

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Brief Number: 1

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Higher National Certificate/Diploma in Hospitality Management

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	2 Managing the Customer Experience
Academic Year	
Unit Tutor	
Assignment Title	Enhancing the customer experience
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

This submission is in the form of an individual 15-minute presentation using relevant software, with 5 minutes allocated for questions. The presentation slides and speaker notes should be submitted as one copy. You are required to make effective use of Microsoft® PowerPoint headings, bullet points and subsections as appropriate. Research should be referenced using the Harvard referencing system. You should also provide a bibliography using the Harvard referencing system. The recommended length is 1500–2000 words, including speaker notes, although you will not be penalised for exceeding 2000 words.

The presentation is in two parts. The second part is the customer experience map. This is a visually engaging infographic that illustrates the stages of the customer journey and should include the building blocks of Doing, Thinking and Feeling.

Unit Learning Outcomes

LO1 Explain the needs and expectations of market segments for the service industry

LO2 Explore the customer experience map to create business opportunities and optimise customer touch points



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Assignment Brief and Guidance

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Scenario and Activity:

You have been employed as a guest relations executive in [named organisation/an organisation of your choice – your own place of work if appropriate]. Your remit is to coordinate and manage communication between guests and the hotel to ensure seamless operation and to continuously assess guest satisfaction to maintain and improve service and product quality to the highest standards. New team members have been recruited, and in order to introduce them to their roles you have been asked to help with the induction programme.

Your first task is produce and present a presentation entitled 'The value and importance of understanding the needs, wants and preferences of target customer groups for hospitality services'.

This presentation will:

- Explain why the organisation carries out market segmentation and customer profiling activities to determine its 'target market'
- Examine the different ways in which customers can be profiled, and how the wants, needs and expectations of the 'target market' drive the products and services offer of the organisation
- Evaluate the drivers of customer engagement across a broad range of different target customer groups
- Conclude by reviewing the different strategies that are employed for on-boarding these diverse customers.

You will also produce and present a customer experience map for the organisation as part of the presentation.

This map should:

- Fully document the customer's journey from first contact with the organisation to exit
- Identify all of the touch points when customers interact with the business.

In presenting the customer experience map you will need to discuss and examine the activities and



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actions taken at each customer touch point and draw conclusions as to how the organisation can optimise each of the customer touch points to influence the behaviour, responses and actions of its staff to enhance the customer experience.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO1 Explain the needs and expectations of market segments for the service industry		D1 Evaluate a broad range of different target customer groups' needs and expectations in terms of customer engagement for a service sector organisation
<p>P1 Explain the value and importance of understanding the needs, wants and preferences of target customer groups for a service sector industry</p> <p>P2 Explore the different factors that drive and influence customer engagement of different target customer groups within a service sector organisation</p>	<p>M1 Review how customer engagement factors determine customer on-boarding strategies for different target customer groups within a service sector organisation</p>	
LO2 Explore the customer experience map to create business opportunities and optimise customer touch points		D2 Analyse how a service sector organisation can optimise each of the customer touch points to influence the behaviour, responses and actions of its customers to enhance the customer experience
<p>P3 Create a customer experience map for a selected service sector organisation</p> <p>P4 Discuss how the customer touch points throughout the customer experience create business opportunities for a selected service sector organisation</p>	<p>M2 Create a detailed customer experience map that charts the customer journey model and examines the activities and actions taken at each customer touch point to create business opportunities for a selected service sector organisation</p>	

