CTH LEVEL 5 DIPLOMA IN CULINARY AND HOSPITALITY MANAGEMENT

(OFQUAL - 601/5460/3)

QUALIFICATION SPECIFICATION

MARCH 2017

CONTENTS

INTRODUCTION

The purpose of this document is to explain the aims, structure, and content of the CTH Level 5 Diploma in Culinary and Hospitality Management (DCHM)

This document includes the learning outcomes, assessment criteria and indicative content for each unit.

Aims of the qualification

The aims are to provide a qualification that:

- provides for an effective academic progression route;

- enables students to gain credit towards higher education;

- enables students to develop higher level academic skills that can be applied in a vocational context.

Entry requirements

Candidates should first have successfully completed the CTH Level 4 Diploma in Culinary Arts or an equivalent qualification.

CTH accredited centres will assess all applicants to ensure they are able to meet the demands of the course.

Qualification structure (rules of combination)

This vocational qualification is approved by Ofqual and is included on the Register of Regulated Qualifications.

The qualification is at Level 5 and designed to be 160 credits. The qualification conforms to the relevant level descriptors as developed by Ofqual. One credit represents ten hours of study at any specified level, therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of 1240 learning hours. This figure includes but is not limited to formal classes, self-study, revision and assessment. However, students completing this qualification should also be able to demonstrate their ability as independent students.

The credit values and unit structures for the qualification are set out in the following table.

The qualification structure is below, please note all units are mandatory.

CTH Level 5 Diploma in Culinary and Hospitality Management (DCHM) – 601/5460/3

Candidates must achieve:

- all 5 Mandatory units, providing 160 credits

i.e. a total of 160 credits, all of which are at level 5

Min credit (Mandatory units): 160	Max credit (Mandatory units): 160
Min GLH for qualification: 1,240	Max GLH for qualification: 1,240

Mandatory units

Unit no.	Unit title	L	CV	GLH	Ofqual no.
CRMHM	Customer relationships and marketing hospitality management	5	30	230	M/506/9432
BPGH	Business principles and governance in hospitality	5	40	330	A/506/9434
HRMH	Human resource management in hospitality	5	30	230	J/506/9439
PMKR	Procurement and management of kitchen resources	5	30	225	Y/506/9439
PKM	Professional kitchen management	5	30	225	R/506/9441
Total			**160**	**1240**	

The level 5 qualification provides progression to a level 6 CTH vocational qualification.

Further details of articulation agreements with Universities can be obtained via the CTH website at: http://www.cthawards.com

ASSESSMENT

Given the broad and highly varied nature of the tourism and hospitality business, assessment of knowledge purely by examination is not generally felt to be an appropriate assessment method. Students need to demonstrate their higher-level skills and qualities specified in the learning outcomes within a heterogeneous vocational context where practical work experience, investigative assignments and presentations are more appropriate.

Assessment of students' work will be carried out by a range of methods including work assessment, written exam and assignment. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out below to assist assessors in allocating marks.

Grading criteria

Individual units can be graded either as fail, pass, merit or distinction. However, the qualification is not subject to grading. The qualification is either achieved or not achieved.

In terms of certification, this means that students will receive a transcript of their results showing the grades for each unit successfully completed, plus the Diploma that recognises their level of achievement.

The following table explains the generic grading criteria that should be used by centres in conjunction with the unit mark sheets to assess all students' work.

GRADING CRITERIA

Level 5	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	have major weaknesses or have not fulfilled the CTH academic regulations	meets the requirements of the assessment criteria and learning outcomes	- meet the requirements of the assessment criteria and learning outcomes - analyse information, theories and concepts critically - apply theories, concepts and principles beyond the context in which they were first learned - use a wide range of academic research sources - demonstrate evidence of critical evaluation of the suitability of approaches, techniques and models in the area of study - reach balanced conclusions with regard to conflicting theories and arguments - use investigative techniques to solve problems - use research sources and/or theories to make sound and justified judgements and recommendations - recognise how the limits of their knowledge influences the field of study - present work that is clear, coherently structured and professionally presented in conformity with agreed conventions, including Harvard Style academic referencing	- meet the requirements of the assessment criteria and learning outcomes - present a cogent rationale for recommending developments to theories and principles underpinning the area of study - make reasoned and evidence-based generalisations and deductions from interpretations of data - apply theories, concepts and principles beyond the context in which they were first learned - use a wide range of academic sources of research to identify patterns and trends and substantiate findings and recommendations - adapt problem solving techniques from another context or in an innovative way - present work that is fluently expressed, professionally presented to a range of audiences in a way that conforms with agreed conventions, including Harvard Style academic referencing

CTH moderation

CTH will moderate the assessments that have been marked by the centre. CTH may challenge or overrule the centre's marks.

Informing students of grades

It is strongly recommended that tutors do not discuss internal marks with students. All internal marking is subject to moderation by CTH and marks and/or grades may be altered during the CTH moderation process.

CTH will be responsible for informing centres of their students' final grades in all assessments.

Security

Centres are required to ensure the security and confidentiality of all students' submitted work and the associated assessment and grading records.

Assessments should be sent to CTH using a secure method of delivery. CTH cannot accept any responsibility for lost assessments. In such cases, the student will be required to submit a new assessment.

Centres are advised to keep a copy of all student assessments and related CTH paperwork, including mark sheets and progress tutorial sheets.

Reasonable adjustment to assessment

CTH has policies and procedures in place to help students who need special support during the assessment process. Approved centres are expected to adhere to CTH's Equal Opportunities Policy in relation to support for students during the delivery of CTH qualifications. Copies of the Equal Opportunity Policy, Reasonable Adjustment and Special Consideration forms can be found in Centre Administration Pack.

UNITS OF ASSESSMENT

Title	Customer relationships and marketing in hospitality management
Unit purpose and aim(s)	This unit covers understanding the principles of customer relationship management in hospitality and how to identify the characteristics of marketing strategy in the hospitality industry
Ofqual ref	M/506/9432
CTH ref	CRMHM
Level	5
Credit value	30
GLH	230

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Understand the principles of customer relationship management in hospitality	1.1 Formulate strategic customer relationship management principles 1.2 Analyse the applications of identified customer relationship management principles in a hospitality business	• The service encounter • High-Low contact models • Critical incidents • Blueprinting • Servicescape • Servunction • Dramaturgical • Customer experience management • Etiquette
2 Know how to identify the characteristics of marketing strategy in the hospitality industry	2.1 Formulate a marketing strategy 2.2 Analyse and evaluate the identified marketing strategy in a hospitality business	• Market penetration • E-strategies • New emergent markets • Culture • Social media • Global hospitality • Industry sectors • Markets and current trends • Brand awareness and positioning • The marketing mix: • Product, price, place, promotion

Title	Business principles and governance in hospitality
Unit purpose and aim(s)	This unit covers how to apply management theories and practices in hospitality, how to construct a business plan for a hospitality business and understanding business governance in hospitality.
Ofqual ref	A/506/9434
CTH ref	BPGH
Level	5
Credit value	40
GLH	330

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Know how to apply management theories and practices in hospitality	**1.1** Analyse management theories in hospitality **1.2** Critically evaluate identified management theories in a relevant hospitality business	• Benchmarking • Stakeholder management (customers, employees, investors) • Start-up operational issues and planning • Company culture • Organising • Coordinating • Unique selling elements • Ethics and environmental issues
2 Know how to construct a business plan for a hospitality business	**2.1** Construct and analyse a business plan for a hospitality business **2.2** Critically evaluate the effectiveness of the business plan	• Business planning • Financial awareness • Legal obligations • Management versus ownership • Management accounts • Forecasting/ cash flow • Strength, weakness, opportunity, threat
3 Understand business governance in hospitality	**3.1** Analyse the types of hospitality business and the legal obligations **3.2** Formulate a financial benchmark for a hospitality business **3.3** Analyse the performance of the identified financial benchmark in 3.2	• Financing an operation • Restaurant concepts Entrepreneur traits • Marketing principles during start up • Public relations • Strategic issues • Quality and performance measurement • Project management and risk assessment • Uniform system of accounts for hotels and restaurants

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Title	Human resource management in hospitality
Unit purpose and aim(s)	This unit covers how to identify responsibilities and accountabilities of an individual in a hospitality business, understanding key performance indicators in a hospitality business and understanding the principles of change management.
Ofqual ref	J/506/9436
CTH ref	HRMH
Level	5
Credit value	30
GLH	230

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Know how to identify responsibilities and accountabilities of an individual in a hospitality business	**1.1** Formulate and analyse job descriptions for key staff in a hospitality business	• Interface Management structure • Project management process • Responsibilities, duties and rules • Contracts • Staffing levels • Staff turnover • Working conditions • Duty of care • Employment law
2 Understand key performance indicators in a hospitality business	**2.1** Analyse the relevant key performance Indicators for a hospitality business **2.2** Evaluate the impact of key performance indicators to a hospitality business	• Measurement and sequencing • Implementation • Key performance indicators • Levels, goals and strategies • Empowerment • Human resources management
3 Understand the principles of change management	**3.1** Identify and analyse a catalyst for change **3.2** Critically evaluate individual flexibility of approach to a change situation in a hospitality business	• Change management • Transitioning individuals, teams and organisations

Title	Procurement and management of kitchen resources
Unit purpose and aim(s)	This unit covers understanding the importance of effective stock control in a hospitality business and the methods and systems used to run an effective culinary operation.
Ofqual ref	Y/506/9439
CTH ref	PMKR
Level	5
Credit value	30
GLH	225

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Understand the importance of effective stock control in a hospitality business	**1.1** Analyse key principles of stock rotation in a hospitality business **1.2** Critically evaluate stock rotation principles in a hospitality business	• Ordering • Sourcing quality produce • Price/discounting • Reliability • Flexibility • Stock control rotation
2 Understand the methods and systems used to run an effective culinary operation	**2.1** Analyse the effects of waste on profitability **2.2** Formulate a procedure to minimise the effect of an identified waste risk **2.2** Evaluate the effect of waste management on financial targets	• Portion control/GP • Wastage • Quality v price • Relationships • Equipment and service agreements • Menu creation and planning • Seasonality

Title	Professional kitchen management
Unit purpose and aim(s)	This unit covers understanding the principles of customer relationship management in hospitality and how to identify the characteristics of marketing strategy in the hospitality industry
Ofqual ref	R/506/9441
CTH ref	PKM
Level	5
Credit value	30
GLH	225

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Understand the requirements to maintain a safe working environment	**1.1** Carry out, analyse and evaluate a health and safety risk assessment for a professional kitchen environment **1.2** Analyse how and when to exercise judgement in the planning, design and technical implementation of a section of an effective health and safety policy for a professional kitchen environment	• Control of substances hazardous to health (COSH) • Hazard analysis and critical control points (HACCP) Cleaning • Equipment maintenance
2 Know how to meet food standard legal requirements	**2.1** Carry out, analyse and evaluate a food safety risk assessment for a professional kitchen environment **2.2** Plan and design an effective food safety policy for a professional kitchen environment taking into account technical and supervisory functions related to products, services, operations or processes	• Food hygiene, health and safety • Environmental health officer • Record keeping • Systems Food standards

3 Understand how to employ working practices to maximise efficiency and profitability in a hospitality business	**3.1** Analyse the management of the kitchen hierarchy and sections and how it affects efficiency and profitability in a professional kitchen environment **3.2** Using relevant research, analyse traditional versus modern culinary practices and their effect on efficiency and profitability in a professional kitchen environment	• Trade test – the specials board • Kitchen hierarchy • Kitchen sections • Shift changes • Opening/closing procedures • Traditional v modern personnel structures • Traditional versus modern cooking techniques • Innovation of culinary equipment • Recipe folders and food trends • Economy of motion

APPENDIX A - SPECIMEN ASSESSMENT MATERIALS

1. Mock assignment

2. Mock Examination

Business principles and governance in hospitality

(A/506/9434)

Unit Title	Assessment methodology
Assignment	100%

Unit title	**Business principles and governance in hospitality**
Ofqual no.	**BPGH**
Credit value	**40**
Level	**5**
CTH ref.	**BPGH**

This unit is assessed by assignment.

Assignment instructions

Students must base their assignments on their own working practice in their place of work or in an organisation of their choice. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with the Harvard System;
- be presented in report format;
- be within 10% of the required word count;
- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration.

<u>**Assignment task -**</u> **Business principles and governance in hospitality**

Students are required to select an organisation and prepare a 4,000 word report discussing business principles and governance in hospitality.

The organisation should be researched with particular reference to the following areas:

- Application of management theories and practices
- Constructing a business plan
- Business governance

Outline

Students are required to conduct relevant and adequate primary and secondary research on the chosen organisation. It would be helpful if the student could visit the selected organisation.

Students should include a brief introduction to the organisation they have selected in terms of the size, customers, services, products and future plans.

The following areas should be evaluated in detail supported by examples quoted from the selected organisation:

The application of management theories and practices by
- Analysing the theories relating to management
- Critically evaluating the identified management theories

Constructing a business plan by
- Construction and analysis of a business plan
- Critical evaluation of the effectiveness of the business

Understand business governance by
- Analysing the types of hospitality businesses and the legal obligations of those businesses
- Formulation of a financial benchmark
- Analysis of the performance of the identified financial benchmark

Students should demonstrate the application of theory and knowledge to their chosen organisation and ensure they have addressed the assessment criteria outlined in the following tables.

The analysis should be concluded with detailed and well-justified recommendations; relevant examples can also be quoted.

Task instructions		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following:		
Assessment criteria	**LO/AC ref**	**Marks**
1 Understand the application of management theories and practices by analysing management theories; critically evaluating those management theories	LO1. 1.1, 1.2	30
2 Understand how to construct a business plan by constructing and analysing a business plan ; critically evaluating the effectiveness of the business plan	LO2. 2.1, 2.2	35
3 Developing human resources policies by developing HR strategy and systems to implement policies that are consistent with operational priorities, objectives and values; managing HR processes in accordance with organisational policy; deploying human resources in order to optimise business performance, individual staff satisfaction and retention; evaluating the effectiveness of HR policies and processes and recommending improvements	LO3. 3.1, 3.2, 3.3	35
The word count is 4,000 words		

Human resource management in hospitality

(J/506/9439)

Unit Title	Assessment methodology
Examination	100%

HRMH

Human Resource Management in Hospitality

Mock Examination

Instructions

- **Three hours** are allowed for this paper which carries a total of 100 marks
- Do not begin writing until instructed to by the invigilator
- Read these instructions carefully before answering any questions
- Make sure that your **name, date of birth CTH membership number and centre name** are clearly marked on each page of the answer sheet and any other material you hand in
- You are allowed 10 minutes to read through this paper before the examination starts
- **All questions are compulsory**
- You must attempt all questions to gain a pass. The number of marks allocated to each part of a question is given next to the question and you should spend time in accordance with that allocation.
- You may find it helpful to make rough noted in the answer booklet, these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each question part
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

Read the case study and then answer the questions. All questions are compulsory and carry a total of 100 marks

The Belmont Hotel

The Belmont Hotel is a 300 bedroom hotel on the south coast of England. It has a 50 seat fine dining restaurant which caters for the high end of the market and is open for lunch on Thursday, Friday, Saturday and Sunday and for dinner from Tuesday to Saturday. The Belmont Bar is also a 200 seat licensed coffee shop which is open from 6am to 11.30pm and serves breakfast, lunch, dinner and snacks throughout the day in a less formal environment. Both restaurants have an excellent reputation for the standard of food served and the friendly professional service. There is also a bar which serves snacks and drinks throughout the day and late into the night. Many of the staff that are employed by The Belmont have been there for many years including the Head Chef and the Head Waiter.

The owner of The Belmont Hotel has recently invested in building a conference centre as part of the hotel suite. It is to be a multi- purpose, multi -functional space which can be used for concerts, exhibitions, sports tournaments, parties and conferences. When the conference suite is set up for dinner it will be able to accommodate 1000 people and therefore the kitchens are of a suitable size to prepare this quantity of food. There are bookings in the diary for next year and as the facility is almost complete it is time to turn your attention to the operation of the conference centre.

The hotel plans to open the new banqueting suite in January 2016 and you have been tasked to plan the launch party which will include many prospective clients and it is vital that the event shows the potential of the hotel. In your plan you need to consider how this will be staffed including the Management structure, the staffing levels required and the responsibilities and duties of all staff

Some of the existing staff working in the main hotel have expressed interest in applying for work in the new operation and their transferable skills will make this a possibility although this may distract from the main business of running the hotel as the conference facility will be busy it will not be operating every day and so the full time staff opportunities are limited.

You now need to make some decisions about the staffing requirements for the conference facility and the running of both the conference facility and of the hotel.

All questions are compulsory and carry a total of 100 marks

Question 1	- Discuss the HR requirements for the occasion discussed in the case study to include the planning, the preparation and the implementation of the event. - Discuss how lessons learnt from the event discussed in the case study can be implemented in the future.	30 Marks
Question 2	- Compare and contrast three Key Performance Indicators for the facility discussed in the case study - Discuss how these will measure the effectiveness of the business and the impact this may have.	40 Marks
Question 3	- Identify and analyse three situations within the case study which have the potential to become a catalyst for change - Critically evaluate how individuals may approach a changing situation in the workplace	30 Marks

APPENDIX B – Recommended reading

Understanding Funding and Finance in Tourism and Hospitality

Text Books

Adams, D., 2006. *Management Accounting for the Hospitality, Tourism and Leisure Industries*. London: Thomson.

Buhalis, D. and Egger, R. (eds.), 2009. *ETourism Case Studies: Management and Marketing Issues*. Oxford: Butterworth-Heinemann. Available on EBSCO.

DeFranco, A. and Lattin, T., 2007. *Hospitality Financial Management.* Chichester: Wiley. Available on EBSCO.

Kotas R 2010 *Accounting for Hospitality and Tourism* Cengage learning

Guilding, C., 2009. *Accounting Essentials for Hospitality Managers*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Also see research work published in the following academic journals
Tourism Management
Journal of Travel and Tourism Marketing
Tourism Economics

Human resource management in the tourism and hospitality industry

Text Books

Baum, T., 2006. *Human Resource Management for Tourism, Hospitality and Leisure: An International perspective*. London: Thomson.

Nickson, D., 2007. *Human Resource Management for the Hospitality and Tourism Industries*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Tesone, D., 2008. *Handbook of Hospitality Human Resources Management*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Research work published in the following academic journals

Tourism Management
Journal of Human Resources in Hospitality and Tourism
Current Issues in Tourism

Strategic marketing in the tourism and hospitality industry

Text Books

Buhalis, D. and Egger, R. (eds.), 2009. *ETourism Case Studies: Management and Marketing Issues*. Oxford: Butterworth-Heinemann. Available on EBSCO.

McCabe, S., 2009. *Marketing Communications in Tourism and Hospitality*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Research work published in the following academic journals

Tourism Geographies

Tourism Management

Journal of Travel and Tourism Marketing

Customer relationship management in the tourism and hospitality industry

Text Books

Hudson, S. and Hudson, L., 2012. *Customer Service in Tourism and Hospitality*. Oxford: Goodfellow. Available on EBSCO.

Jones, P., 2008. *Handbook of Hospitality Operations and IT*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Laws, E. and Scott, N. (eds.), 2006. *Knowledge Sharing and Quality Assurance in Hospitality and Tourism.* Oxford: Haworth. Available on EBSCO.

McCabe, S., 2009. *Marketing Communications in Tourism and Hospitality*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Research work published in the following academic journals

Tourism Management

Journal of Quality Assurance in Hospitality and Tourism

Service Industries Journal

<u>Contemporary issues in the tourism and hospitality industry</u>

Text Books

Brotherton, B. and Wood, R. (eds.), 2008. *The Sage Handbook of Hospitality Management*. London: Sage. Available on EBSCO.

Research work published in the following academic journals

Tourism Geographies

Current Issues in Tourism

Hospitality and Society