



**CTH LEVEL 5 DIPLOMA IN
CULINARY AND HOSPITALITY
MANAGEMENT
(QAN - 601/5460/3)**

**QUALIFICATION
SPECIFICATION**

DECEMBER 2017

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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 and assessment criteria indicative content for each unit. There is guidance relating to accreditation, learning and teaching and assessment strategies and sample assessments are included together with details of how to contact CTH contact.

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 Level, Size and Structure

Government regulation

CTH is an Ofqual-recognised Awarding Organisation in England. This vocational qualification is included on the Ofqual Register of Regulated Qualifications.

Qualification Level

The CTH Level 5 Advanced Diploma in Culinary and Hospitality Management is a Level 5 vocational qualification on the Regulated Qualification Framework (RQF), and adheres to the Ofqual requirements for assigning a level to a regulated qualification. These requirements and standard Level Descriptors are contained in an Ofqual publication Ofqual/15/5774, 'Qualification and Component Levels' available via gov.uk. The document URL is:

<https://www.gov.uk/government/publications/qualification-and-component-levels>

Qualification Size

The qualification is designed to be delivered in 1600 hours of TQT (Total Qualification Time), of which 1240 are Guided Learning Hours (GLH). Therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of the Guided learning hours shown above:

Total Qualification Time (TQT) is the total amount of time, in hours, expected to be spent by a learner to achieve a qualification. TQT includes Guided Learning hours, Directed Learning and time spent on assessment.

The following activities are indicative of those included in TQT:

- Guided learning (GLH) when the tutor is present, e.g. cookery demonstrations, practical's, formal classes, lectures, seminars, tutorials, supervised assessment (e.g. exams or observed practical assessments)
- Independent and unsupervised learning or research
- Unsupervised coursework, or directed activity
- Watching pre-recorded webinars or podcasts
- Compiling a portfolio of evidence,
- self-study, visits, revision and time spent on written assignments

Candidates completing this qualification should be able to demonstrate their ability as independent learners.

Qualification Structure (Rules of Combination)

The qualification summary including units, level, sizing information and assessment types for the CTH Level 5 Advanced Diploma in Culinary and Hospitality Management are set out in the following table, often referred to as the Rules of Combination. Please note all units are mandatory. Further details of each unit are included later in the specification:

Rules of combination: (qualification structure)

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					
Credit value: 160 credits					
Guided Learning hours for qualification: 1,240			Total qualification time: 1,600 hours		
Mandatory units					
Unit title	L	CV	GLH	URN.	Assessment type
Customer relationships and marketing hospitality management	5	30	230	M/506/9432	Assignment
Business principles and governance in hospitality	5	40	330	A/506/9434	Assignment
Human resource management in hospitality	5	30	230	J/506/9439	Written exam
Procurement and management of kitchen resources	5	30	225	Y/506/9439	Assignment or work-based assessment
Professional kitchen management	5	30	225	R/506/9441	Assignment or work-based assessment
Total (5 units)		160	1240		

The level 5 qualification provides progression to a level 6 CTH vocational qualification, or to a university bachelor’s degree via a ‘top-up’ programme.

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

Accreditation requirements

Resources

Suitable teaching classrooms and computer facilities should be available for teaching courses leading to this qualification. A library area with a range of resources including some of the recommended text books for each unit is also required.

It is preferable that an area is also provided for students to relax and socialise.

Teaching staff

Staff delivering and assessing the Level 5 Advanced Diploma in Culinary and Hospitality Management should have experience of management in the Culinary or hospitality sectors and be familiar with current working practices. Ideally the teaching staff should have had experience in management roles at high standard establishments such as 5-star hotels. Guest speakers with current knowledge are a useful additional resource, as are visits to different reputable establishments to observe culinary and hospitality management in practice.

A teaching qualification, experience of teaching and a professional qualification in the subject taught, at one level higher than the level taught, is also desirable. CTH will require the CV's of all teaching staff when the centre seeks approval to deliver the qualification.

Delivery strategies

Although this qualification is primarily theoretical in structure it is important that the teaching is linked to current practices in the workplace. It has been designed to be delivered in a teaching environment, and the workplace.

Students must be supported to learn the academic study skills required for a vocational/academic qualification at this level, equivalent to the second year of a UK university degree.

It is a requirement that units assessed by assignment must include a minimum of two individual tutorials specifically to discuss progress on the final assignment. These must be documented and signed by both tutor and student and submitted to CTH with the final assignment.

The Qualification and Assessment Handbook supplied to accredited centres includes indicative content for each unit. Teachers should ensure that their scheme of work fully reflects the purpose of the unit to be assessed and covers the indicative content requirements.

CTH Support

CTH employs specialist staff with both considerable culinary and hospitality management experience and assessment expertise, who are available to offer advice and guidance to both prospective and accredited centres. A skype conversation forms part of the accreditation process to ensure a full understanding of the requirements for the qualification and to assist with planning activities.

Following accreditation, CTH provides initial training and support via Skype to centres to help prepare and plan to deliver their first courses. CTH offer additional support including Internal Verifier training or unit delivery support, at a reasonable cost.

CTH offer a variety of resources for centres, including information on the CTH Members websites that includes past exam papers, examiners' reports and other resources to support teachers and lecturers.

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 sole assessment method. Students also need to demonstrate their higher-level skills and qualities specified in the learning outcomes are demonstrated within a vocational context, therefore investigative or case-study based assignments and presentations are often used.

Assessment of students' work for this qualification will be carried out by a range of methods including written exam and assignment, or where appropriate, a work-based assessment is available as an alternative to an assignment for two units. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes and grading criteria are provided for each unit 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 Advanced Diploma that recognises their level of achievement.

The following table explains the generic grading criteria, based on the Ofqual criteria for Level 5 qualifications, 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:
	<p>have major weaknesses or have not fulfilled the CTH academic regulations</p>	<p>meets the requirements of the assessment criteria and learning outcomes</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

Assessment responsibilities

Centres

Centres must register students as CTH members after starting their programme, which enables them to access the CTH Members website containing online resources including books and journals via the EBSCO library. Centres are provided with an assessment timetable, setting out latest registration dates for each of the five CTH assessment periods each year, together with dates for publication of results and issuing certificates.

For assignments, Centre teaching staff will normally first mark all student work using the mark guidelines and mark sheets supplied. They must also appoint an Internal Verifier to quality assure the assessor's work.

CTH

CTH will prepare and distribute all unit assessments to Centres who have registered students for one of the five assessment periods each year.

CTH will initially process all assignments through the electronic similarity checking software, Turnitin. The assessments and Turnitin reports are then passed to a CTH moderator together with the progress tutorial reports; they will then moderate the assessments previously marked and internally verified by the centre. CTH may challenge or overrule the centre's marks.

CTH set, mark and moderate all examinations.

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, following approval at a CTH Examiners meeting, which are held five times each year. Certificates are issued after a short period to enable academic appeals.

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 electronic 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	
Level	5	
Credit value	30 credits	
GLH	230 Guided Learning hours	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
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	
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	

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	
Level	5	
Credit value	40	
GLH	330	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
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	
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	
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	

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	
Level	5	
Credit value	30 credits	
GLH	230 Guided learning hours	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
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	
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	
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	

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	
Level	5	
Credit value	30 credits	
GLH	225 Guided learning hours	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
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	
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	

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	
Level	5	
Credit value	30 credits	
GLH	225 Guided learning hours	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
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	
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	
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	

Appendix A - SAMPLE ASSESSMENT MATERIALS

1. **Assessment type:** Written assignment
Unit: Business principles and governance in hospitality
URN: A/506/9434
Credit value 40
Level 5

2. **Assessment type:** Written closed book Examination
Unit: Human resource management in hospitality
Credit value 40
Level 5

Assessment type: Written assignment

Unit title	Business principles and governance in hospitality
Ofqual URN.	A/506/9434
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. At least two tutorial progress reports must also be submitted, dated and signed by both the tutor and student.

Assignment task - 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.

Assessment type: Written closed book examination

Unit title	Human Resource Management in Hospitality
Ofqual URN.	J/506/9439
Credit value	30
Level	5
CTH ref.	BPGH

Human Resource Management in Hospitality

This unit is assessed by examination.

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 notes 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.

Examination questions:

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

CONTACT CTH

About CTH:

CTH, the Confederation of Tourism and Hospitality, is an Ofqual recognised Awarding Organisation established in 1982 specialising in gold standard qualifications for the hospitality, culinary, travel and tourism sectors.

CTH employs specialist staff with experience in these industries and links to current industry partners, as well as education or training experience. They are available to discuss your curriculum requirements or queries concerning this qualification.

In addition to our existing portfolio of qualifications currently available (included in Ofqual's Register of Regulated Qualifications), we can also offer individual unit qualifications, or discuss requirements for new qualifications suitable for local needs.

Location:

CTH offices are located in London's West End, opposite to Selfridges entrance in Duke Street. The address is 37 Duke Street, London W1U 1LN

Website:

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CTH is a not for profit company limited by guarantee