

INSTITUTE OF HOSPITALITY AWARDING BODY

Level 4 Diploma in Advanced Hospitality and
Tourism Management (VRQ)

Qualification Specification



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1. The Institute of Hospitality

- 1.1 The Institute of Hospitality (the Institute) represents professional managers in the hospitality and tourism industries and has a worldwide membership. The Institute is managed as an educational charity, and exists to benefit its members in their career and professional development, as well as continuing to improve industry sector standards. The primary purpose of the Institute is to:

“promote the highest professional standards of management and education in the international hospitality and tourism industries”

- 1.2 The Institute is an established and nationally accredited awarding body providing professional management qualifications for the Hospitality and Tourism industries. With an influential presence as an awarding body for over 75 years, the Institute is dedicated to the development and support of education and training for the industries it serves.

2. Introduction to the Institute of Hospitality Qualifications

- 2.1 The Institute has developed a set of qualifications for the Hospitality and Tourism industries which provide industry focussed training in management and leadership skills. The awards have been designed in consultation with industry and education. Additionally, units may also function in providing learners with a choice of units which may be accessed to evidence Continuing Professional Development (CPD). If sufficient units have been achieved through CPD learners could build these unit achievements into a full Level 4 qualification.

3. The Level of the Qualification

- 3.1 The qualification is positioned at Level 4 in the National Qualifications Framework (VRQ).
- 3.2 The Diploma in Advanced Hospitality and Tourism Management (the Level 4 Diploma) is a higher level qualification focussing on the senior management aspects of the hospitality and tourism industries. The qualification has been designed to meet the needs of managers and senior managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. The Level 4 Diploma provides the knowledge required for management development (with an introduction to leadership) and insight into strategic business development skills.
- 3.3 The Level 4 Diploma has been accredited by Ofqual (601/3212/7¹).

4. The purpose of the Level 4 Diploma

- 4.1 The Level 4 Diploma is a knowledge-based vocational qualification. It is aimed at equipping learners with the knowledge to support a learner who is working within the hospitality and tourism sectors as a manager or

¹ This is the Ofqual QAN (Qualification Accreditation Number)

seeking promotion to improve their knowledge and qualifications or who wishes to prepare to move into a higher level of learning. Normally, the learner undertaking this qualification should be involved in managing others, for example, a Deputy General Manager, Front Office Manager, Operations Manager or Unit Manager in the hospitality and tourism sectors. The Level 4 Diploma provides an enhancement of business and management skills already acquired in a supervisory role, where a manager at this level will work with greater responsibility and autonomy in their role as a leader of a small team or department.

- 4.2** The Level 4 Diploma has been developed from the previous Level 4 qualification developed by the Institute of Hospitality Awarding Body, which was accredited by Ofqual as a Qualifications and Credit Framework qualification. This new qualification specification aims to improve the quality of the design of the assessment strategy by adding a new form of assessment, namely, a synoptic assessment paper, which is more robust and rigorous in the demand it places on the learner to achieve Level 4 status. The synoptic assessment is a constructed response assessment composed of seven assessment questions each one focused on one of the seven business areas (see, **Section 8**) which is the structure of the Level 4 qualification.
- 4.3** The structure of the qualification (see, **Section 8**) has been designed around seven business areas deemed most appropriate by employers in providing the knowledge to support the activities required of managers in the hospitality and tourism sectors. The option structure of units gives learners additional opportunities to strengthen their knowledge of each of the seven business areas by gaining greater depth and breadth of understanding. The seven business areas have been identified by employers as the appropriate knowledge areas that will introduce learners to the concepts and theories required of managers working in the hospitality and tourism sectors. The structure of the Level 4 Diploma is made up of seven mandatory units and seven option units.
- 4.4** The hospitality and tourism sectors originally identified that the assessment methodology most appropriate to assess the knowledge and understanding of the units would be through multiple choice questions (See, **Section 10**). However, in addition to this, and to make the assessment more fit for purpose, the Institute of Hospitality Awarding Body has introduced an additional form of assessment, a synoptic assessment paper. Multiple choice questions will be used to assess the knowledge of each individual unit which is built on by the synoptic assessment paper, which gives learners the opportunity to express their knowledge and understanding for each of the seven business areas in the form of essay type answers and calculations. This still aims to minimise the amount of time away of learners from their work area (a concern of employers within the sectors) while at the same time providing greater rigour of the knowledge and understanding of the units at Level 4.
- 4.5** Given the impact of globalisation on the hospitality and tourism sectors, many learners in the UK hospitality and tourism sectors are not native English speakers, whose first language is not English. The multiple choice questions provide greater access for these types of learner, is fair in addressing their language aptitudes, and minimises discrimination against learners.
- 4.6** To be fair and to be as transparent as possible, the Institute of Hospitality Awarding Body advises learners to refer to the Institute of Hospitality Awarding Body's **Reasonable Adjustments and Special Considerations Policy and Procedures** to assist them with any additional provisions that they may require in their assessments. This policy, along with all other Institute of Hospitality Awarding Body policies, can be found on

the Institute of Hospitality Awarding Body's website and on the moodle platform (available to registered learners).

4.7 The Institute of Hospitality Awarding Body's approved centres will typically build upon the concept of a one day training programme for delivery of each unit, as each unit will take 20 Guided Learning Hours (GLH) to complete. Learners will be expected to use some of their own time to consolidate their learning in preparation for their assessment. However, the delivery of the Level 4 Diploma qualification may vary depending on the delivery model of the approved centre. It may be delivered in appropriate formats that support the delivery of knowledge of the 20 GLH for each unit, for example, training workshops, seminars, in-company training, e-learning. The Level 4 Diploma has a total of 280 GLH. The Total Qualification Time for the Institute of Hospitality Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ) is 584 hours. This comprises 280 GLH + 10 hours examinations/assessments + 294 additional learning time = 584 hours total qualification time.

5. Aims of the Level 4 Diploma

5.1 The Level 4 Diploma focusses on the management aspects of the Hospitality and Tourism sectors, with a brief introduction to leadership (Unit HM4014 Leadership and Management in Hospitality and Tourism). The Level 4 Diploma has been designed to meet the needs of managers, for example, fulfilling the roles of Deputy General Manager, Front Office Manager, Operations Manager or Unit Manager, working in the hospitality and tourism sectors to improve their knowledge and qualifications. The Level 4 Diploma provides an enhancement of business and management skills already acquired in a supervisory role at Level 3, where a manager will work with greater responsibility and autonomy in their role as a leader of a small team or department.

5.2 The aims of the Level 4 Diploma are to:

	Unit Knowledge
i. provide learners with a challenging qualification covering the core disciplines of management with a brief introduction to leadership within the Hospitality and Tourism sector;	All mandatory / option units (see 8.2 / 8.3).
ii. enable learners to apply current knowledge of management and leadership concepts and theories through analysis and critical appreciation of the Hospitality and Tourism sector;	All seven business areas (see 8.2 / 8.3) have units which cover concepts / theories within their specific areas. Synoptic assessment.
iii. provide learners with the opportunity to analyse and evaluate the impact of the changing operating environment relating to the Hospitality and Tourism sector;	All mandatory / option units (see 8.2 / 8.3). Synoptic assessment.
iv. provide learners with the tools and terminology necessary to understand how to manage and lead in a Hospitality and Tourism environment;	All mandatory / option units (see 8.2 / 8.3).
v. enable learners to make informed and confident decisions regarding the areas (potential / actual) that they may manage and lead;	All mandatory / option units (see 8.2 / 8.3).

- vi. encourage learners to reflect on and engage in debate on issues relevant to management and leadership in the Hospitality and Tourism sector;
- vii. give learners the ability to enable them to manage their own professional development; and,
- viii. provide opportunities for learners to develop the necessary skills and competencies to move on to further study or enhance employment opportunities.

Unit Knowledge

All mandatory / option units (see 8.2 / 8.3).
 Delivery of the programme.
 Synoptic assessment.
 Professional Development units.
 Synoptic assessment.
 Achievement of the Level 4 Diploma.

Learning outcomes for the Level 4 Diploma

5.3 Knowledge elements of the Level 4 Diploma will provide learners with the ability to understand:

- i. management and an brief introduction to leadership in the Hospitality and Tourism sector;
- ii. the current technical language, tools, methods and practices of management and some aspects of leadership to enable effective management and leadership decision-making; and,
- iii. classical and contemporary concepts, theories and models of management and some aspects of leadership and their practical application.

Unit Knowledge / Activity

All mandatory units (see 8.2).
 All mandatory units (see 8.2).
 All mandatory units (see 8.2).

5.4 Subject-specific professional elements of the Level 4 Diploma will provide learners with the skills to:

- i. analyse and evaluate financial data and information relevant to managing within the Hospitality and Tourism sector;
- ii. understand and analyse how management responds to change in the wider environment and how these changes affect organisational decision-making in the Hospitality and Tourism sector; and,
- iii. understand the impact of changing economic, social, legal and technological environment relating to the Hospitality and Tourism sectors.

Unit Knowledge / Activity

BS4014 Services Marketing for Hospitality and Tourism.
 FP4014 Managing Finance and Business Performance in Hospitality and Tourism.
 Synoptic assessment.
 All mandatory / option units (see 8.2 / 8.3).
 Synoptic assessment.
 BM4014 Business Strategy for Hospitality and Tourism
 HM4014 Leadership and Management in Hospitality and Tourism.
 LM4014 Managing the Changing Legislation in Hospitality and Tourism.

Unit Knowledge / Activity

BM4024 Managing the Business Environment in Hospitality and Tourism.
 BM4034 Business Ethics for Hospitality and Tourism.
 CM4024 Consumer Behaviour in Hospitality and Tourism.

5.5 Intellectual skills developed by the Level 4 Diploma will provide learners with the ability to:

- i. locate, extract and analyse data and information from a range of sources;
- ii. apply higher-level cognitive skills and reflective practice;
- iii. utilise problem-solving and decision-making skills; and
- iv. understand the interrelationships between the various subject disciplines and assimilate these coherently to provide effective solutions.

Unit Knowledge / Activity

BM4014 Business Strategy for Hospitality and Tourism.
 BS4014 Services Marketing for Hospitality and Tourism.
 FP4014 Managing Finance and Business Performance in Hospitality and Tourism.
 Learning of the Level4 Diploma.
 Learning of the Level 4 Diploma.
 All mandatory / option units (see 8.2 / 8.3).

5.6 Transferable skills and personal qualities developed by the Level 4 Diploma will provide learners with the ability to:

- i. use appropriate tools and methods to conduct meaningful research;
- ii. demonstrate numeracy skills, including the ability to manipulate financial and other numerical data;
- iii. critically articulate concepts and arguments with clarity, conciseness and rigour using appropriate data and information;
- iv. learn independently and enhance skills of self-reflection and self-managed study;
- v. structure and communicate ideas logically and coherently; and

Unit Knowledge / Activity

All mandatory / option units (see 8.2 / 8.3).
 Synoptic assessment.
 All units within the Finance and Business Planning business area.
 All mandatory / option units (see 8.2 / 8.3).
 Synoptic assessment.
 All mandatory / option units (see 8.2 / 8.3).
 Synoptic assessment.
 All mandatory / option units (see 8.2 / 8.3).
 Synoptic assessment.

- vi. use appropriate communication and information technology skills.

6. The Objectives of the Level 4 Diploma

6.1 On completion of the Level 4 Diploma, learners should be able to:

- i. understand the concept of management and leadership;
- ii. appreciate the benefits that can be derived from managing teams and self in the Hospitality and Tourism sector;
- iii. develop an awareness of how to manage people, and the obligations associated with a management role;
- iv. understand the scope of the Hospitality and Tourism sector and the impact on consumers of its products and services;
- v. enable learners to examine issues relating to the Hospitality and Tourism sector;
- vi. enable learners to explore the dynamics of management relationships between individuals and organisations and the range of political, economic, social, technological, legal, and environmental factors that affect the Hospitality and Tourism sector;
- vii. enable learners to link theory to practice;
- viii. support learners' understanding of ethics applicable to the Hospitality and Tourism sector;

Unit Knowledge / Activity

Research case study for synoptic assessment.

Unit Knowledge / Activity

Business Management units.

HM4014 Leadership and Management in Hospitality and Tourism.

Professional Development units.

HM4014 Leadership and Management in Hospitality and Tourism.

CM4014 Managing the Hospitality and Tourism Consumer.

Mandatory units (See. 8.2), particularly CM4014 Managing the Hospitality and Tourism Consumer.

All mandatory / option units (see 8.2 / 8.3).

Synoptic assessment.

BM4014 Business Strategy for Hospitality and Tourism

HM4014 Leadership and Management in Hospitality and Tourism.

LM4014 Managing the Changing Legislation in Hospitality and Tourism.

BM4024 Managing the Business Environment in Hospitality and Tourism.

BM4034 Business Ethics for Hospitality and Tourism.

CM4024 Consumer Behaviour in Hospitality and Tourism.

All mandatory / option units (see 8.2 / 8.3).

BM4014 Business Strategy for Hospitality and Tourism.

CM4014 Managing the Hospitality and Tourism Consumer.

- | | |
|---|--|
| ix. become a more confident, informed and responsible supervisor; and, | Unit Knowledge / Activity
FP3013 Finance and Budgeting for Business in Hospitality and Tourism.
LM4014 Manage the Changing Legislation in Hospitality and Tourism.
Achievement of the qualification. |
| x. develop key management skills that are relevant to managing in the Hospitality and Tourism sector; | Achievement of the qualification. |
| xi. become a more confident, informed and responsible manager; and, | Achievement of the qualification. |
| xii. begin to develop own management style. | Achievement of the qualification. |

6.2 As well as developing knowledge, the Level 4 Diploma assists in developing the ability to:

- | | |
|---|---|
| i. analyse and evaluate data and information; | Unit Knowledge / Activity
FP4014 Managing Finance and Business Performance in Hospitality and Tourism. |
| ii. develop core personal skills including communication, numeracy and IT; | FP4014 Managing Finance and Business Performance in Hospitality and Tourism.
All Human Resources Management units. |
| iii. formulate appropriate responses to resolve defined problems; | All mandatory / option units (see 8.2 / 8.3). |
| iv. convey data and information clearly, concisely and accurately; | All mandatory / option units (see 8.2 / 8.3). |
| v. structure information, options and recommendations in a clear and logical order; | All mandatory / option units (see 8.2 / 8.3). |
| vi. explain and fully justify recommendations in appropriate language; | Synoptic assessment. |
| vii. develop skills in examination technique; and, | Multiple Choice Question assessment.
Synoptic assessment. |
| viii. apply and build on previous learning and experience. | Achievement of the Level 3 Diploma |
| ix. develop critical thinking, critical evaluation, and reflexivity. | Synoptic assessment. |

7. Progression

7.1 The Institute of Hospitality Awarding Body's management qualifications have been designed as a progression pathway from Level 2 to Level 4. Achievement of the Level 4 Diploma will also provide progression through

access to qualifications offered by other awarding organisations regulated by Ofqual. For example, in the generic area of management and leadership:

- AABPS Level 5 Certificate in Business Management Studies (QCF)
- ABE Level 5 Diploma in Business Management (QCF)
- ABMA Level 5 Diploma in Business Management (QCF)
- ATHE Level 5 Certificate In Management for Travel and Tourism (QCF)
- CMI Level 5 Award in Management and Leadership (QCF)
- CTH Level 5 Diploma In Hospitality Management (QCF)
- ILM Level 5 Award In Leadership (QCF)
- ILM Level 5 Award in Leadership and Management (QCF)
- NCFE Level 5 NVQ Diploma in Management (QCF)
- OTHM Level 5 Diploma In Tourism and Hospitality Management with Work Placement (QCF)
- ProQual Level 5 NVQ Diploma in Management (QCF)
- SFEDI Awards Level 5 Certificate In Hospitality Management (QCF)

Or if an individual wanted to specialise in specific areas covered in the seven business areas of the Level 4 qualification:

- ABE Level 5 Diploma in Human Resource Management (QCF)
- ABE Level 5 Diploma in Marketing Management (QCF)
- BIFM Level 5 Award in Facilities Management (QCF)
- CMI Level 5 Diploma In Management Coaching and Mentoring (QCF)
- ISMM Level 5 Award In Leading a Team (QCF)
- Pearson EDI Level 5 Award In Principles of Managing the Learning and Development Function (QCF)

7.2 The Level 4 Diploma enhances management skills that can provide the impetus to continue learning to other higher level qualifications. The Level 4 Diploma is also one of five qualifications that can be chosen as the Technical Certificate component of the Higher Apprenticeship in Hospitality Management – Level 4 (England). Further information on unitised qualifications available in the UK can be found at <http://register.ofqual.gov.uk>.

8. Structure of the Level 4 Diploma

8.1 The structure of the Level 4 Diploma is made up of 22 units, of which the learner must complete seven Mandatory Units and seven of 15 Option Units to achieve the qualification.

8.2 The Mandatory units are the following:

MANDATORY UNITS
BUSINESS MANAGEMENT
BM4014 Business Strategy for Hospitality and Tourism
BUSINESS MARKETING AND SALES
BS4014 Services Marketing for Hospitality and Tourism

MANDATORY UNITS
CONSUMER MANAGEMENT
CM4014 Managing the Hospitality and Tourism Consumer
FINANCE AND BUSINESS PLANNING
FP4014 Managing Finance and Business Performance in Hospitality and Tourism
HUMAN RESOURCES MANAGEMENT
HM4014 Leadership and Management in Hospitality and Tourism
LEGISLATIVE MANAGEMENT
LM4014 Managing the Changing Legislation in Hospitality and Tourism
PROFESSIONAL DEVELOPMENT
PD4014 Managing your Professional Development in Hospitality and Tourism

8.3 The Option units are the following:

OPTION UNITS (Select one unit from each business area)
BUSINESS MANAGEMENT
BM4024 Managing the Business Environment in Hospitality and Tourism OR BM4034 Business Ethics for Hospitality and Tourism
BUSINESS MARKETING AND SALES
BS4024 Marketing Management for Hospitality and Tourism OR BS4034 Marketing Communications for Hospitality and Tourism
CONSUMER MANAGEMENT
CM4024 Consumer Behaviour in Hospitality and Tourism OR CM4034 Customer Relationship Management for Hospitality and Tourism
FINANCE AND BUSINESS PLANNING
FP4024 Financial Planning and Control in Hospitality and Tourism OR FP4034 Presenting the Business Plan in Hospitality and Tourism
HUMAN RESOURCES MANAGEMENT
HM4024 Staff Development and Restructuring in Hospitality and Tourism OR HM4034 Mentoring Staff in Hospitality and Tourism
LEGISLATIVE MANAGEMENT
LM4024 Risk Management Strategies for Hospitality and Tourism OR LM4034 Human Resources Legislation in Hospitality and Tourism
PROFESSIONAL DEVELOPMENT
PD4024 Project Management for Hospitality and Tourism OR PD4034 Career Management in Hospitality and Tourism OR PD4044 French Language Skills for Hospitality Managers

8.4 Where learners are presenting other recognised units or are granted exemptions for specific Option Units within a business area (see 8.5 – 8.6) up to two Option Units may be selected from other business areas

providing that the Core Unit for the business area for which recognition or exemption has been granted has been completed (see Section 13).

- 8.5** Up to 50% of an award may be made through recognition of units from other relevant qualifications at the same level, subject to mapping by an Institute of Hospitality Awarding Body approved expert providing these fit within the business areas of the qualification. Recognised company training programmes or Institute endorsed programmes may also be permitted.

Application should be made to the Institute for recognition of other unit awards. A fee will be charged for this service.

- 8.6** Accreditation of Prior Certificated Learning (APCL) may be included in place of units provided that suitable and supported evidence of structured learning is presented (see Section 14).

- 8.7** Each unit of study within the Level 4 Diploma forms a CPD award in its own right and can be taken independently. A transcript of achievement will be awarded on successful completion of a unit. A unit certificate may be requested which will incur a fee.

9. Strategy for Delivery

- 9.1** The strategy for the delivery of the units that make up the Level 4 Diploma is typically built upon the concept of a one day training programme supported by additional learning time.
- 9.2** The delivery of the programme may vary according to the centre and may be delivered in any format that supports the 20 Guided Learning Hours (GLH) for each unit. This may include training workshops or seminars, in-company training, e-learning, or distance learning. Learners will be expected to undertake some self-study.
- 9.3** The Level 4 Diploma has a total of 280 GLH.

10. Assessment Strategy

- 10.1** The Institute of Hospitality Awarding Body qualifications are assessed both electronically through approved assessment providers, and through a paper-based synoptic examination. Electronic assessments are provided on a secure electronic system provided by a third party appointed by the Institute of Hospitality Awarding Body.
- 10.2** The assessment methodology consists of two parts, namely:
- i. Part 1 will consist of assessing each individual unit separately using the assessment methodology of multiple choice questions (MCQs) which is delivered electronically.
 - a. The formats of MCQs will be determined by the domain of learning (Knowledge, Understanding, and Application) on which the learner is to be assessed.
 - b. The examination paper will be marked out of 100 marks.
 - c. Each MCQ paper will pose 20 questions to the learner.
 - d. Each MCQ paper will be composed of MCQs with different formats, for example, True / False MCQs, Matching MCQs, and more complex MCQs using case study material.
 - e. Each MCQ paper will have a maximum of 30 minutes in which it can be completed.
 - f. The electronic assessment will be available 24-hours on-demand which allows learners to elect to take the MCQ paper at a time and place suitable to their learning needs.

- g. Results of the MCQ assessment will be made available to learners immediately after completion of the assessment.
- ii. Part 2, the whole qualification will be assessed using a synoptic examination. This will pose questions exploring themes from across the seven business areas of the structure of the qualification, that is, the mandatory and optional units of the qualification. The features of the synoptic examination are:
 - a. A Case Study will be given to learners five weeks prior to the examination sitting. Within these five weeks, it is advised that learners use this time to thoroughly research, investigate, and interrogate the data and information of the Case Study. Learners are encouraged to analyse this data and information using a SWOT², PESTLE³ and / or Porter's Five Forces analysis. These are the tools that underpin how meaning is extracted from the data and information, which is an integral part of the knowledge and understanding of the qualification. The results of this analysis will assist learners with formulating answers to the questions that they will be asked to compose in the examination paper.
 - b. The examination will consist of seven compulsory questions. A question may be made up of two or more parts.
 - c. The examination paper will be marked out of 100 marks.
 - d. Learners will have three hours to complete the examination. Learners will be given, in addition, 15 minutes reading time, in which they can make notes on the Case Study or Examination Question paper.
 - e. Learners will not be able to bring their working copy of the Case Study into the examination room. Learners will be given a clean copy of the Case Study at the examination session, which they are free to work on.
 - f. In addition to the Case Study data and information learners will already have received, the examination will also provide additional new data and information not covered in the original Case Study, which will either be about the Case Study they have had for the five weeks prior to the examination, or new data and information that may affect an organisation's operations and strategy. The learner will be expected to factor this new data and information into their answers, as appropriate.
 - g. Learners will be expected to construct answers to these questions.

10.3 The learner will be expected to pass the MCQ assessment element for all 14 units, and also the synoptic examination to be awarded achievement of the qualification. Each MCQ examination result will be graded, as will the results of the synoptic examination. However, there is no overall grading of the qualification.

10.4 Learners may elect to resit either part of their assessments. Upon completion of Part 1 of the assessment methodology (the MCQ component), learners may elect to resit, on-demand, a unit by contacting the Institute of Hospitality Awarding Body through their approved centre. A resit for Part 2 of the assessment methodology will be a set date and determined by the Institute of Hospitality Awarding Body. Learners may elect to resit either parts of the assessment methodology only in the event if they failed either paper or wish to improve their results.

² Strengths, Weaknesses, Opportunities and Threats.

³ Political, Economic, Social, Technological, Legislative, and Environmental.

- 10.5** It is strongly recommended that learners are restricted to taking only two resits for each part of the assessment methodology.
- 10.6** The Part 1 assessment may be undertaken at any time, once a learner has registered and paid for them, and subject to the centre making them available. This will normally depend upon the training provider or tutor managing the programme. The Part 2 assessment will be arranged at a specific time and date determined by the Institute of Hospitality Awarding Body.
- 10.7** Learners will be expected to gain a minimum of 50% (Grade E - see Section 11) to pass a unit, and the synoptic assessment.

11. Grading Scheme

- 11.1** The Institute of Hospitality Awarding Body operates the following grading scheme in respect of assessments undertaken through multiple choices questions (MCQs). The descriptors are indicative of the level of achievement of knowledge, namely:

Grade	Level 4 Diploma in Hospitality and Tourism Management	
	Mark range	Description
A	Marks of 90% to 100%	Extensive / detailed knowledge of the subject matter.
B	Marks of 80% to 89%	Broad knowledge of the subject matter.
C	Marks of 70% to 79%	Adequate but not complete knowledge of the subject matter.
D	Marks of 60% to 69%	Basic grasp of subject matter.
E	Marks of 50% to 59%	Minimal grasp of subject matter.
Referred	Marks of 0% to 49%	Poor grasp of subject matter.

- 11.2** The Institute of Hospitality Awarding Body operates the following grading scheme in respect of assessments undertaken through the constructed response synoptic assessment:

Grade	Level 4 Diploma in Hospitality and Tourism Management	
	Mark range	Description
A	Marks of 90% to 100%	Authoritative answer. Full effective response. Critical and committed argument.
B	Marks of 80% to 89%	Clearly structured. Able to deal with the concepts, sources and relevant arguments.
C	Marks of 70% to 79%	Sound and competent. Covers the basic subject matter. Appropriately organised and presented.
D	Marks of 60% to 69%	Factually sound. General grasp of the issues raised. Weak in critical awareness and analytical qualities.

Grade	Level 4 Diploma in Hospitality and Tourism Management	
E	Marks of 50% to 59%	Adequate but limited. Some aspects of the question may be answered competently, but others are ignored.
Referred	Marks below 49%	Very limited relevance to the question. Substantial generalisations. Lack of any real argument.

11.3 The above grade descriptors give a general description of responses to the level of demand posed by questions that the examiner expects to see in the answers learners provide. Marks will be allocated according to the mark scheme which will guide how examiners will mark each question. See **Sample Mark Schemes** to see how examination papers are allocated marks.

12. Initial Assessment and Induction

12.1 Approved centres will need to undertake an initial assessment of each learner prior to the start of their programme to make sure that the level and type of qualification is appropriate. The initial assessment should identify any specific needs that the learner may have and the support and guidance they will require when working towards the achievement of their qualification. The Institute of Hospitality Awarding Body recommends that learners undertake a relevant induction programme to familiarise them with the requirements of the qualification they will be undertaking, their responsibilities as learners and the responsibilities of the approved centre. A learning contract or professional development plan may be useful in this respect.

13. Entry Requirements

13.1 Learners should either be working in or aspiring to join the hospitality or tourism industries, having acquired supervisory experience from working in other sectors. They should normally have:

- Completed the Institute of Hospitality Level 3 Diploma in Hospitality and Tourism Management or a similar qualification.
- A good general education including Mathematics at GCSE, A* - C.
- A minimum English language ability level at approximately TOEFL 600 points or IELTS 6.0 but this will also be subject to the requirements of the approved centre.

13.2 Managers with relevant work experience may be able to enrol directly onto this programme which will be assessed and evaluated by the Institute of Hospitality Awarding Body to decide if exemptions will be applicable.

14. Accreditation of Prior Certificated Learning (APCL)

14.1 Approved centres should refer to **Section 8: Structure of the Diploma** and should provide appropriate advice and guidance to learners seeking exemption as a result of prior learning.

14.2 Learners who have already completed units above Level 4 and who believe that they meet the criteria for APCL may ask for these units to be considered as relevant exemption units for this qualification. Qualifications / units suitable for APCL should normally have been awarded within the last five years. An exemption fee is payable.

14.3 Learners should submit details of the units to the Institute of Hospitality Awarding Body giving full details as follows:

- Name and full address of Awarding Organisation
- Country of Registration
- Title of Qualification
- Unit Title (s)
- Date of Award / Certificate conferred
- Name of Learner
- Business Area of the Qualification they would like the units to be offset against (see **Section 18: The Diploma Syllabus**)

14.4 Where an application for exemption is successful, the Institute of Hospitality Awarding Body will provide confirmation in writing to both the learner and to the approved centre at which they are registered.

15. Qualification Time Constraints

15.1 Learners are registered for 18 months and are required to re-register with the Institute of Hospitality Awarding Body if they have still not completed the full qualification they have registered for within an 18 month period.

15.2 Learners have until the notified end date to complete a full qualification, subject to it being offered by an approved centre; however, it is normally anticipated that the Level 4 Diploma will be completed within an academic year. Learners may complete the qualification more quickly subject to the assessments being made available by the approved centre, and dependent on the delivery of the synoptic assessment.

15.3 MCQ assessments may be undertaken at any time, once a learner has registered and paid for them, subject to the centre making them available. This will normally depend upon the training provider or tutor managing the programme.

16. Centre Requirements

16.1 Only approved organisations may offer Institute of Hospitality Awarding Body qualifications. Approved organisations are known as approved centres. Organisations must apply for approval to become a recognised approved centre. Full details are available from the Institute of Hospitality Awarding Body. The centre approval process will determine whether the centre:

- a. Meets the approval criteria.
- b. Has the expertise and resources to offer the levels of qualifications to be offered.

16.2 Approved centres must meet a set of criteria defined by the Institute of Hospitality Awarding Body that meet the appropriate Ofqual General Conditions of Recognition (Condition C). These include:

- Recognised quality assurance procedures
- Appropriately qualified tutors for the particular programmes
- A nominated Centre Co-ordinator
- Suitable teaching and learning facilities
- Secure assessment facilities
- Secure information management systems that meet the requirements of the UK Data Protection Act

16.3 Centre approval visits are undertaken by an External Examiner on behalf of the Institute of Hospitality Awarding Body who will provide support and guidance to assist them with the delivery of the qualification.

17. Certification

Certificate and Transcript

17.1 A qualification Certificate and Transcript for the Level 4 Diploma will be awarded to learners who have successfully completed seven Mandatory Units and seven Option Units from the qualification structure. Learners will have to pass the MCQ assessment for each unit as well as the synoptic examination before being certificated. Learners may substitute recognised units from other qualifications for option units with the prior approval of the Institute of Hospitality Awarding Body (see Section 14).

17.2 Qualification Certificates are applied for by the approved centre which has registered the learners, once all units have been successfully completed. Certificates are normally sent to the approved centre where the learner is registered.

Unit Certificates

17.3 A unit may be taken as a stand-alone programme of learning. This would normally be the case for a learner who is intending to use it as evidence of Continuing Professional Development (CPD) or they wanted to top up their qualification with additional knowledge at the request of their employer to meet the needs of their role. An individual record of results can be printed for a learner by the centre at the time of the MCQ assessment. A Unit Certificate may be awarded on successful completion of a unit, subject to application by the approved centre and the payment of a fee.

18. The Level 4 Diploma Syllabus

18.1 There are seven key business areas within the programme of learning within which the syllabus is contextualised specifically for the Hospitality and Tourism sectors, which are:

1. Business Management
2. Business Marketing and Sales
3. Consumer Management
4. Finance and Business Planning
5. Human Resources Management
6. Legislative Management
7. Professional Development

18.2 The full syllabus outlining learning outcomes and the indicative content of each unit can be found in a separate document, The Level 4 Diploma in Hospitality and Tourism Management Syllabus.

19. Mapping to other Education Frameworks

- 19.1 The Level 4 Diploma is mapped against the **UK Qualifications and Credit Framework (QCF)** and the **European Qualifications Framework (EQF)** to assist the learner with the mobility of their achievements against these frameworks, as set out in the table below:

Qualification Title	NQF	QCF	EQF
		Levels	
		Entry Level 1	-
		Entry Level 2	-
		Entry Level 3	Level 1
		Level 1	Level 2
	Level 2	Level 2 *	Level 3 -
Diploma in Hospitality and Tourism Management	Level 3	Level 3	Level 4
Diploma in advanced Management and Hospitality	Level 4	Level 4 *	Level 4 +
		Level 5	Level 5
		Level 6	Level 6
		Level 7	Level 7
		Level 8	Level 8

*N.B. The mapping results for the UK Qualifications Framework and the Recommended European Qualifications Framework are generally expressed as a good fit to a level, however where there is a minus (-) or plus (+) sign present it means that the results were judged to be at the lower (-) or higher (+) end of a particular level. For further details on UK and European qualification mapping see: www.ofqual.gov.uk/2079.aspx

20. Wider Curriculum Mapping for the Level 4 Diploma

- 20.1 The study of an Institute of Hospitality Awarding Body qualification provides opportunities for the learner to develop an understanding of spiritual, moral, ethical, social and cultural issues as well as an awareness of environmental issues, health and safety considerations and European developments. The mapping below indicates (although it is not exhaustive) where these wider issues may be taught across the curriculum.

UNIT NO.	UNIT NAME	Spiritual, Moral, Ethical, Social and Cultural	European Developments ⁴	Environmental Education ⁵	Health and Safety
BUSINESS MANAGEMENT					
BM4014	Business Strategy for Hospitality and Tourism	✓	✓		
BM4024	Managing the Business Environment in Hospitality and Tourism	✓	✓		✓
BM4034	Business Ethics for Hospitality and Tourism	✓	✓	✓	
BUSINESS MARKETING AND SALES					

⁴ (consistent with international agreements)

⁵ (sustainable development)

UNIT NO.	UNIT NAME	Spiritual, Moral, Ethical, Social and Cultural	European Developments ⁴	Environmental Education ⁵	Health and Safety
BS4014	Services Marketing for Hospitality and Tourism	✓	✓		
BS4024	Marketing Management for Hospitality and Tourism	✓			
BS4034	Marketing Communications for Hospitality and Tourism	✓			
CONSUMER MANAGEMENT					
CM4014	Managing the Hospitality and Tourism Consumer	✓			
CM4024	Consumer Behaviour in Hospitality and Tourism	✓			
CM4034	Customer Relationship Management for Hospitality and Tourism	✓			
FINANCE AND BUSINESS PLANNING					
FP4014	Managing Finance and Business Performance in Hospitality and Tourism	✓	✓		
FP4024	Financial Planning and Control in Hospitality and Tourism	✓	✓		
FP4034	Presenting the Business Plan in Hospitality and Tourism	✓	✓		
HUMAN RESOURCES MANAGEMENT					
HM4014	Leadership and Management in Hospitality and Tourism	✓			✓
HM4024	Staff Development and Restructuring in Hospitality and Tourism	✓			
HM4034	Mentoring Staff in Hospitality and Tourism	✓			
LEGISLATIVE MANAGEMENT					
LM4014	Managing the Changing Legislation in Hospitality and Tourism	✓		✓	✓
LM4024	Risk Management Strategies for Hospitality and Tourism	✓			
LM4034	Human Resources Legislation in Hospitality and Tourism	✓	✓	✓	✓
PROFESSIONAL DEVELOPMENT					

UNIT NO.	UNIT NAME	Spiritual, Moral, Ethical, Social and Cultural	European Developments ⁴	Environmental Education ⁵	Health and Safety
PD4014	Managing your Professional Development in Hospitality and Tourism	✓	✓		✓
PD4024	Project Management for Hospitality and Tourism	✓	✓		
PD4034	Career Management in Hospitality and Tourism	✓	✓		✓
PD4044	French Language Skills for Hospitality Managers	✓	✓		✓

21. The Institute of Hospitality Awarding Body policies

- 21.1** The Institute of Hospitality Awarding Body policies are available to approved centres and learners to refer to in the administration of the delivery of the Level 4 Diploma.
- 21.2** Application forms need to be completed for some policies and procedures before the Institute of Hospitality Awarding Body is able to service a Centre's request.

22. Accreditation information

Qualification title	Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ)
Ofqual qualification number	601/3212/7
Qualification level	4
European Qualifications Framework (EQF) level	5
Regulation start date	1 May 2014
Operational start date	1 May 2014
Offered in	England
Assessment available in English	Yes
Assessment available in Welsh	No
Assessment available in Irish	No
Sector subject area	7.4 Hospitality and Catering
Purpose	B. Prepare for further learning or training and / or develop knowledge and / or skills in a subject area
Sub-purpose	B2. Develop knowledge and / or skills in a subject area
Guided learning hours	280

Overall grading type	A – E
Assessment method	Multiple-choice examination, and written synoptic assessment paper.
Qualification description	The Level 4 Diploma in advanced Hospitality and Tourism Management consists of seven mandatory and seven option units.
Age range	19+

22.1 The Level 4 descriptor is as follows:

DESCRIPTION	
SUMMARY	Achievement at level 4 reflects the ability to identify and use relevant understanding, methods and skills to address problems that are well defined but complex and non-routine. It includes taking responsibility for overall courses of action as well as exercising autonomy and judgement within fairly broad parameters. It also reflects understanding of different perspectives or approaches within an area of study or work.
KNOWLEDGE AND UNDERSTANDING	Use practical, theoretical or technical understanding to address problems that are well defined but complex and non-routine. Analyse, interpret and evaluate relevant information and ideas. Be aware of the nature and approximate scope of the area of study or work. Have an informed awareness of different perspectives or approaches within the area of study or work.
APPLICATION AND ACTION	Address problems that are complex and non-routine while normally fairly well defined. Identify, adapt and use appropriate methods and skills. Initiate, adapt and use appropriate investigation to inform actions. Review the effectiveness and appropriateness of methods, actions and results.
AUTONOMY AND ACCOUNTABILITY	Take responsibility for courses of action, including, where relevant, responsibility for the work of others. Exercise autonomy and judgement within broad but generally well-defined parameters.

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ABOUT THE INSTITUTE OF HOSPITALITY

The Institute of Hospitality represents professional managers in the hospitality and tourism industries and has a worldwide membership. The Institute of Hospitality is managed as an educational charity, and exists to benefit its members in their career and professional development, as well as continuing to improve industry sector standards. The primary purpose of the Institute of Hospitality is to:

“promote the highest professional standards of management and education in the international hospitality, leisure and tourism industries”.

The Institute of Hospitality Awarding Body is an awarding organisation regulated and accredited in England by:

Office of Qualifications and Examinations Regulation (Ofqual).

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The Institute of Hospitality Awarding Body documents can be found on the Institute of Hospitality Awarding Body's website www.instituteofhospitality.org and virtual learning website <http://moodle.instituteofhospitality.org> or obtained directly from the Institute of Hospitality Awarding Body.