
Qualification Specification

**CTH Level 7 Executive Diploma in
International Hospitality & Events
Management**

November 2019

QAN: 603/4991/8

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1. Introduction

The objective of this qualification specification is to provide an overview of the CTH Level 7 Executive Diploma in International Hospitality and Events Management qualification.

This document includes the aim, level, size, structure and content including learning outcomes and assessment criteria for each unit, together with sample assessments.

There is guidance relating to the qualification approval requirements, delivery and assessment of this qualification, details of grading criteria and the grading of units and the qualification.

Further details regarding this qualification are available from CTH and contained within the more comprehensive delivery and assessment handbook.

Purpose of the Qualification

The purpose is to provide a qualification that:

- develops skills of leadership through hospitality and events management education;
- offer opportunities to students who wish to pursue managerial careers in general business, hospitality, and events industries;
- develops flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- provides a supportive and inclusive learning environment which will enable success for all learners;
- encourages the development of students' intellectual and imaginative powers, creativity, independent judgement, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- establishes a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with IMI's vision and strategic objectives, and;
- provides a learning experience that is informed by research, scholarship, reflective practice and engagement with industry and the professions.

Progression

Completion of this qualification enables progression

- into the Hospitality or Tourism industry at a managerial level, or
- to a university Master's degree. Note that students wishing to 'top-up' their CTH Level 7 qualification to a Master's degree may need to have up to 2 years post-graduation work experience and IELTS 6.5 when applying to some universities.

Access & Entry Requirements

CTH accredited centres are responsible for the initial screening and assessing of all applicants to ensure they meet the mandatory admission requirements below and are deemed able to meet the demands of the course.

Prospective students should then complete the mandatory CTH Level 7 application form with full supporting evidence before any offer is made. CTH will consider the applications and evidence provided and inform centres of the decision to accept/deny each application.

Only students approved by CTH may be admitted and subsequently enrolled on the Level 7. Applications for CTH membership should then be submitted within 6 weeks of enrolment.

The qualification is at the same level as a UK university postgraduate qualification or Master's degree. All learners are expected to have or be given support by the Centre to acquire academic study skills at a postgraduate level for this qualification.

Requirements:		Recommended admission requirements
All Students	Minimum age	Preferably 22 at enrolment.
	English Language	All students without English as a first language must hold at least IELTS 6.0 or other evidence of competence in English at this level. Letter from University confirming the course was delivered and assessed in English.
	Study skills	The course requires independent study and research outside the classroom, extensive reading around the subject and use of academic referencing (Harvard style) in written assignments. Assessment is by written assignments and examinations; high level English language and academic study skills are essential
UK students		<ol style="list-style-type: none"> 1. CTH Level 6 Professional Diploma, or 2. Bachelor's degree with Honours in hospitality, tourism or business management from a recognised UK university, 3. or other recognised relevant qualification at Level 6.
International students		<ol style="list-style-type: none"> 1. CTH Level 6 Professional Diploma, or 2. Recognised degree in a relevant hospitality and/or tourism and/or business management subject, which must be equivalent to a UK Bachelor's degree with Honours. 3. Evidence of degrees or other recognised qualifications outside the UK should be evaluated through UK NARIC.
Work experience applicants		Evidence of at least five years' work experience at a managerial level in the hospitality and/or tourism industry. Precise details of this experience will be required including a detailed CV with the name/s of the organisation, employment dates, job titles and number and roles of staff directly managed and references.

Approval to deliver

2. Qualification Accreditation Requirements

Prospective Centres should apply to become an accredited CTH Centre in order to deliver this qualification. Please see the 'Contact CTH' page at the end of this specification for advice on the approval process, or should you wish to discuss your curriculum requirements.

The CTH Approval Committee consider applications from centres against a set of criteria, including the availability of suitable teaching accommodation and staffing, experience of delivering qualifications at a similar level and evidence of expertise in academically-related areas including planning the delivery of courses leading to regulated qualifications, quality assurance and preventing malpractice and maladministration. A skype conversation with CTH academic and quality staff will form part of the initial centre application process.

Teaching Rooms

Suitable teaching rooms and IT facilities should be available to students. Accommodation and equipment used for the delivery of the qualification must comply with the relevant legislation relating to Health & Safety.

The approved Centre should ideally also provide an appropriate area and facilities for student relaxation and recreation.

Centre Staffing

Staff delivering this qualification must be able to demonstrate that they meet the following requirements:

- Be occupationally competent or technically knowledgeable in the area for which they are teaching
- Have recent relevant experience in the specific area that they will be assessing or verifying
- Hold a teaching or assessment qualification as well as a relevant degree at Masters level.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification.

Centres must appoint an Internal Verifier and have a named quality assurance lead.

Continuing Professional Development

Centres must support their staff to ensure that they have current knowledge of the occupational area, and that delivery, assessment and internal verification is in line with current good practice and takes into consideration relevant international regulatory requirements.

3. CTH Support

CTH training

New CTH centres are eligible for free induction training (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

CTH also offers training for assessors and Internal Verifiers, and for teaching staff who may be delivering a unit for the first time.

CTH Members Website and resources

The CTH Members website is available for both Centre Teaching staff and CTH students. It contains a wealth of teaching and learning resources. Teaching staff can download useful classroom materials including the CTH Learning Toolkits, as well as subject-specific PowerPoint slides, past exam papers and assessments and examiner reports. Students can access the online resources library, including relevant e-books and journals from EBSCO.

Assessment opportunities

CTH offer up to four assessment opportunities each year, with associated Exam Boards and Certification. See the CTH website for more details.

Assessment responsibilities

CTH produce and distribute all assessments to centres where learners have been registered.

- All examination scripts are returned to CTH for marking and moderation.
- For all other assessments, Centres are responsible for marking and internal verification and sending the required evidence to CTH for moderation.
- Centres must register students as CTH members within six weeks of starting the course. Students must also be registered for each assessment submission within the timescales stated on the CTH website.

4. Qualification Level, Size and Structure

The CTH Level 7 Executive Diploma in International Hospitality and Events Management is a vocationally related qualification on the UK's Regulated Qualification Framework (RQF) and adheres to Ofqual requirements for a regulated qualification at this level.

Qualification level

This qualification is at:

- Level 7 or the Regulated Qualification Framework in England (RQF), equivalent to
- Level 7 on the European Qualification Framework (EQF)

Qualification size

The qualification is designed to be delivered in 1,200 hours of TQT (Total Qualification Time) of which 360 are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

Definitions

- **Guided Learning Hours – GLH**
This is the amount of time the average student is expected to spend in lectures and other supervised learning activities.
- **Total Qualification Time – TQT**
TQT is made up of Guided Learning Hours plus all other time taken in preparation, study or any form of participation in education and training but not under the direct supervision of a lecturer or tutor.

The following activities are indicative of those included in TQT:

- Guided Learning (GLH) when the lecturer is present, e.g. formal classes, lectures, seminars, tutorials, supervised assessment (e.g. exams or observed practice)
- Independent and unsupervised learning or research
- Unsupervised coursework or directed activity
- Watching webinars or podcasts
- Work placement, self-study, visits to hospitality or tourism outlets, revision and time spent on written assignments.

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

Qualification Structure

The qualification structure, units, sizing information and assessment type for the CTH Level 7 Executive Diploma in International Hospitality and Events Management are set out in the following table. Further details of each unit are included later in the specification.

CTH Level 7 Executive Diploma in International Hospitality and Events Management QAN: 603/4991/8					
Students must achieve all 8 mandatory units, providing 120 credits, all at level 7					
Credit value (CV): 120					
Guided Learning hours (GLH) for Qualification: 360				Total Qualification Time (TQT) for Qualification: 1200	
Mandatory Units					
Unit Code	Unit Title	L	CV	GLH	Assessment Method
7HO	Hospitality Operations	7	10	30	100% Coursework Assessment Report.
7NVC1	New Venture Creation and Innovation in Events	7	20	60	100% Coursework Assessment Group Elevator Pitch (40%) Group Business Plan and Oral Presentation (60%).
7CSH	Competitive Strategies in Hospitality	7	10	30	100% Coursework Assessment Case Study Report and presentation. Assignment (80%) Presentation (20%)
7IHE	International HRM in Events	7	10	30	100% Exam
7EVFM	Events Venues and Facilities Management	7	20	60	100% Coursework Assessment Operations Scenario (30%) Operations Report (70%).
7FPME	Finance and Project Management for Events	7	20	60	50% Exams - 50% Coursework Assessment Exam (50%) Group Case study (50%).



7LE	Live Events	7	15	45	100% Coursework Assessment Event Management Plan (Group) Report and Presentation (70%) Post Event (Individual) Reflective Report (30%)
7CCM	Contemporary Conference Management	7	15	45	100% Coursework Assessment Conference Strategy Report (40%) Conference Proposal (60%).
Executive Diploma Total (8 units)			120	360	

5. Qualification Grading Criteria

Individual units can be graded either as fail, pass, merit or distinction, and the qualification is also graded. 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.

Level 7		
To achieve a pass, students must:	To achieve a merit grade (60% to 69%) students must:	To achieve a distinction grade (70%+) students must:
<ul style="list-style-type: none"> meet the requirements of the assessment criteria and learning outcomes 	<ul style="list-style-type: none"> meet the requirements of the assessment criteria and learning outcomes exhibit good critical analysis and evaluation exhibit good understanding of current research, knowledge and issues in the area of study demonstrate significant originality with very clear ideas apply theories, principles and concepts beyond the area of study to create insights into complex or conflicting information or situations show a high level of coherence and logic in drawing conclusions make substantiated judgements and 	<ul style="list-style-type: none"> meet the requirements of assessment criteria and learning outcomes exhibit high level of critical analysis and evaluation apply a broad and deep understanding of current research, knowledge and issues in the area of study exhibit highly original thinking apply theories, principles and concepts beyond the area of study to create original insights into complex or conflicting information or situations demonstrate exceptional clarity of complex ideas with excellent coherence and logic in drawing conclusions make substantiated judgements and recommendations in a complex field of study apply critical

	<p>recommendations in a complex field of study</p> <ul style="list-style-type: none">• apply a comprehensive understanding and application of research techniques• make well formulated and fully justified conclusions	<p>understanding and application of research techniques</p> <ul style="list-style-type: none">• make very clearly formulated and fully justified conclusions that are clearly communicated
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6. Assessment Methodology

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 investigative assignments and presentations are more appropriate.

Assessment of students' work will be carried out by a range of methods including assignment, examination, presentations and group activities. 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.

See Section 8 for specimen assessment materials applicable to this qualification.

7. Qualification Units

Hospitality Operations				
Ofqual Unit Ref No.	J/617/7906	CTH Unit Ref:	7HO	
Unit purpose and aim(s)	This unit is designed to provide students with an understanding of hospitality operations and their implications on business output as well as how these are functioning through a systematic approach.			
Unit Level	7			
Unit size	Guided Learning Hours (GLH)	30 Hours	Credit value: (1 credit is 10 hours total study/TQT)	10 Credits
Unit Assessment is by:	Coursework assessment Case-study report			
Learning outcome 1	Demonstrate high levels of awareness about hospitality management theories and practical insights to identify practical and operational issues related to hotel management and development.			
Assessment criteria				
1.1 Analysis of unit level and strategic operations in an international hotel 1.2 Critically review the managerial implications of the guest cycle. 1.3 Critically review hospitality management theories.				
Learning outcome 2	Critically evaluate contemporary hotel management approaches through the prism of core business functions and strategies			
Assessment criteria				
2.1 Critically review the functions performed by various hotel departments. 2.2 Recognise the role of hotel design in services production and ultimately profitability.				

New Venture Creation and Innovation in Events

Ofqual Unit Ref No.	Y/617/7909	CTH Unit Ref:	7NVC1
Unit purpose and aim(s)	This unit aims to provide students with an understanding of the various stages needed for the ideation, design and development of an initial business idea to creating a business plan and securing funding. While focusing on contemporary frameworks for entrepreneurial start-ups for the events sector, the unit will enable students to understand theories of innovation, creativity and entrepreneurship and enable them to relate such theories to practice through simulating the behaviours of an entrepreneur by producing a business plan.		
Unit Level	7		
Unit size	Guided Learning Hours (GLH)	60 Hours	Credit value: (1 credit is 10 hours total study/TQT) 20 Credits
Unit Assessment is by:	Coursework assessment – Group elevator pitch (40%) Group business plan and Oral presentation (60%)		
Learning outcome 1	Understand concepts associated with entrepreneurship, creativity and innovation in the global events sector.		
Assessment criteria			
1.1 Explain business modelling based on creative and innovating thinking specifically for the events sector 1.2 Critically assess personal assets and liabilities that a potential entrepreneur brings to the event business			
Learning outcome 2	Analyse and synthesize relevant data to evaluate new ideas/solutions.		
Assessment criteria			
2.1 Understand what characterises a good and innovative business idea in the events sector 2.2 Define and utilise appropriate frameworks to evaluate the viability of a new business idea for an event			
Learning outcome 3	Demonstrate critical thinking/creativity and manage the creative processes in themselves and others.		
Assessment criteria			
3.1 Explore and utilise the concepts of creativity and innovation for the creation of a new business for the events sector 3.2 Identify and critically review the inputs and outputs of creative and innovative processes for new business development in the events sector			



Learning outcome 4

Prepare, present and critically appraise a business plan for an event-specific idea in order to seek funding from external sources and reflect 'best practice'.

Assessment criteria

- 4.1 Draw-up a business plan for a new event business concept venture
- 4.2 Present a business plan effectively and efficiently to attract the interest of potential investors, partners and stakeholders
- 4.3 Critically evaluate business plans in the event sector

Competitive Strategies in Hospitality

Ofqual Unit Ref No.	L/617/7910	CTH Unit Ref:	7CSH
Unit purpose and aim(s)	This unit examines the impact of external and internal influences on organisational business strategy creation in relation to competitive strategies in the international hospitality market.		
Unit Level	7		
Unit size	Guided Learning Hours (GLH)	30 Hours	Credit value: (1 credit is 10 hours total study/TQT) 10 Credits
Unit Assessment is by:	Coursework assessment – Case-study report & presentation report		
Learning outcome 1	Critically analyse, data of a strategic nature and theories in international strategic management processes.		
Assessment criteria			
1.1 Compare and contrast different business unit and corporate level theories. 1.2 Synthesise strategic business theories to evaluate strategic options. 1.3 Critically evaluate competitive forces related theories in strategy development. 1.4 Select, interpret, review data and synthesise recommendations of a strategic nature, related to a selected hospitality firm, organisation or the sector as a whole			
Learning outcome 2	Develop and synthesize creative recommendations to cases with strategy problems within a hospitality and tourism context.		
Assessment criteria			
2.1 Use strategic planning models to formulate a business strategy for a hospitality firm or organisation 2.2 Recognise the role of ethics in the development of an international strategy for a hospitality firm or organisation 2.3 Clearly present ideas and strategies based on a hospitality firm or hospitality organisation's comprehensive analysis.			



International HRM in Events

Ofqual Unit Ref No.	D/617/7913	CTH Unit Ref:	7IHE
Unit purpose and aim(s)	This module is designed to help students develop as a non-Human Resource specialist manager and give you an awareness and understanding of the issues surrounding the management of people in hospitality and events. It is based on the premise that the effective management of people is a key determinant in organisational success.		
Unit Level	7		
Unit size	Guided Learning Hours (GLH)	30 Hours	Credit value: (1 credit is 10 hours total study/TQT) 10 Credits
Unit Assessment is by:	Examination		
Learning outcome 1	Critically appraise and evaluate the employment environment/the role of HRM within international hospitality and events industry.		
Assessment criteria	<ul style="list-style-type: none">1.1 Compare different leadership styles.1.2 Critically evaluate theories of motivation and HR in various cultural settings.1.3 Recommend HR strategies and policies for international events organisations.		
Learning outcome 2	Understand and review managerial implications of cultural diversity within an Events or Hospitality organisation.		
Assessment criteria	<ul style="list-style-type: none">2.1 Critically evaluate theories relating to cultural diversity in the hospitality and event sectors2.2 Recommend responses to the different needs and expectations of a culturally diverse hospitality and events workforce.		

Events Venues and Facilities Management

Ofqual Unit Ref No.	H/617/7914	CTH Unit Ref:	7EVFM	
Unit purpose and aim(s)	Event Managers operate within many sectors and as such are required to acquire the relevant knowledge and skills to maximise the use of resources when using or managing a range of venues/spaces and facilities for event activities. This unit will analyse various event policy and planning agendas to create an in-depth understanding of the role venues and spaces play in strategic event strategy. The unit will assess and evaluate resource requirements for various events and operationalise the optimal use of these resources when using a range of venues/spaces and facilities for events. The legal and administrative aspects associated with managing resources and event venues/spaces and facilities will be explored.			
Unit Level	7			
Unit size	Guided Learning Hours (GLH)	60 Hours	Credit value: (1 credit is 10 hours total study/TQT)	20 Credits
Unit Assessment is by:	Coursework assessment – Operations report			
Learning outcome 1	Critically analyse event policy and planning agendas to create an in-depth understanding of the role venues and spaces play in strategic event strategy.			
Assessment criteria				
1.1 Critically assess the private, public and third sector policy and planning agendas within the event setting. 1.2 Evaluate the role that venues, spaces and facilities play in the success of event planning agendas.				
Learning outcome 2	Assess and evaluate the resources required to stage various events and their sourcing.			
Assessment criteria				
2.1 Demonstrate knowledge of a range of event resources and their role in event staging. 2.2 Understand the role that sub-contractors make to stage successful events.				
Learning outcome 3	Investigate techniques to achieve economy, efficiency and effectiveness in Event Venues and Facilities.			
Assessment criteria				
3.1 Critically analyse the role of logistics in the management and operation of events venues and facilities. 3.2 Demonstrate an understanding of the process of event programming, commissioning, space management, managing crowds and site design.				



Learning outcome 4

Investigate and critically evaluate the legal framework, ethical obligations and administrative context that event venues and facilities operate within.

Assessment criteria

- 4.1 Demonstrate an understanding of the compliance and application of legal aspects within an event setting.
- 4.2 Evaluate the various elements of event administration and their application to the success of event operations and overall organisational goals.

Finance and Project Management for Events

Ofqual Unit Ref No.	M/617/7916	CTH Unit Ref:	7FPME
Unit purpose and aim(s)	As most events are classified as one-off projects, this unit looks at the theories and practices around the management of some of the main resources for these projects, focusing on Financial Management and Project Management. In the first part of the module emphasis is placed on financial planning & budgeting, income generation, revenue management & pricing. The second part of the module concentrates on developing project management skills and knowledge in an event setting.		
Unit Level	7		
Unit size	Guided Learning Hours (GLH)	60 Hours	Credit value: (1 credit is 10 hours total study/TQT) 20 Credits
Unit Assessment is by:	50% Examination 50% Coursework assessment – group case-study		
Learning outcome 1	Select and apply appropriate accounting techniques to critically analyse financial data in a variety of business decision making scenarios.		
Assessment criteria			
1.1 Identify and apply appropriate budgeting techniques to enable management to control the business 1.2 Understand the significance of the relationship between financial and non-financial indicators of business performance in the events sector			
Learning outcome 2	Understand the objectives of preparing management information and the need to adapt techniques in a changing commercial environment that can help in decision making in relation to costing, pricing, product range and strategy.		
Assessment criteria			
2.1 Apply techniques to evaluate management decisions in relation to costing, pricing, product range and strategy 2.2 Understand the objectives of preparing management information and the need to adapt techniques in a changing commercial environment, with particular reference to the events sector			
Learning outcome 3	Critically understand the scale and scope of project management in the events industry.		
Assessment criteria			
3.1 Setting-up successful projects through a critical identification of the elements of time, costs and quality, objectives, risks and strategies within a project management philosophy and approach 3.2 Judge the importance of the utilisation of computerised project management systems to delivering effective events			



Learning outcome 4

Critically appraise the application of project management tools and methods in the context of the events industry.

Assessment criteria

- 4.1 Demonstrate appropriate skills to evaluate a strategy to ensure effective use of resources, assets and people within event projects
- 4.2 Identify and assess potential resource conflicts and their importance to meeting project cost and schedule objectives in delivering an event project.

Live Events				
Ofqual Unit Ref No.	T/617/7917	CTH Unit Ref:	7LE	
Unit purpose and aim(s)	<p>Successful event planning and implementation nowadays requires careful decisions in the bottom line of organisations. More specifically, the utilisation of resources, such as manpower, space, technology etc. are of critical importance to the successful and impactful running of an event</p> <p>In these terms, this capstone unit will provide students with a critical understanding of the key principles, concepts and processes that are vital for the planning and implementation of a successful event. It is anticipated that students will be exposed to the local community and experience the planning and delivery of a real-life event for an external client.</p> <p>The unit's curriculum includes theories elements of event management, operations, logistics and supply chain management, but also client briefs, decision-making on staffing; planning and food and beverage operations, security, post-event evaluation and client feedback.</p>			
Unit Level	7			
Unit size	Guided Learning Hours (GLH)	45 Hours	Credit value: (1 credit is 10 hours total study/TQT)	15 Credits
Unit Assessment is by:	Coursework assessment – Event management plan (group) report & presentation (70%) Post event (individual) reflective report (30%)			
Learning outcome 1	Critically review and analyse key principles and factors affecting events management and review their implications.			
Assessment criteria				
1.1 Discuss of the factors affecting the organisation of a live event. 1.2 Demonstrate knowledge and application of event planning theory				
Learning outcome 2	Prepare event plans to incorporate production and service techniques for one-off live event projects.			
Assessment criteria				
2.1 Identify key stages in the planning of a live event concept from ideation to delivery. 2.2 Discuss the major opportunity and risk variables of organisational commitment to event operations				
Learning outcome 3	Reflect on theoretical knowledge and understanding against practical situations and empirical data.			
Assessment criteria				
3.1 Evaluate the performance, profitability and level of stakeholder satisfaction post event 3.2 Reflect on their personal role and learning within the event team and apply work-based learning styles and approaches				

Contemporary Conference Management

Ofqual Unit Ref No.	F/617/7919	CTH Unit Ref:	7CCM	
Unit purpose and aim(s)	This unit aims at enhancing student's competency in critically reviewing the conference business environment, including an understanding of new market forces, changing client and participant needs and expectations, and economic pressures. It adopts a strategic perspective to develop knowledge of conference design tools and techniques that will facilitate their ability to be innovative and deliver return of investment. Associated planning and delivery considerations are analysed in relation to the strategic perspective.			
Unit Level	7			
Unit size	Guided Learning Hours (GLH)	45 Hours	Credit value: (1 credit is 10 hours total study/TQT)	15 Credits
Unit Assessment is by:	50% Examination 50% Coursework assessment – Group case-study			
Learning outcome 1	Critically analyse the characteristics and needs of a range of internal and external stakeholders, and appraise topical issues relevant to the conference and meetings industry			
Assessment criteria				
1.1 Demonstrate in-depth knowledge of the sector in which the client organisation operates 1.2 Critically analyse the client (host organisation) needs and expectations 1.3 Evaluate the characteristics and motivations of conference attendees 1.4 Critically assess key trends and wider factors that influence contemporary conference management				
Learning outcome 2	Develop a thorough knowledge of conference design and strategies to achieve success			
Assessment criteria				
2.1 Analyse the participant journey before/during/after the conference 2.2 Recommend and justify an engaging conference programme, applying current event design tools 2.3 Demonstrate that the conference programme delivers value for its stakeholders				
Learning outcome 3	Provide innovative solutions and recommendations on a range of planning areas, acknowledging the challenges of contemporary conference management.			
Assessment criteria				
3.1 Explain how the selected venue (and destination) contribute to the success of the conference 3.2 Recommend and justify appropriate event collaterals and evaluation methods 3.3 Demonstrate sound budgeting skills				

8. Sample Assessments

Assessment Example 1

Unit	International HRM in Events
Unit Ref. No.	N/A
Assessment type	Closed book written examination
Time allowed	180 minutes for the examination, additional ten before to read through

International HRM in Events (7IHE)

This unit is assessed by a written examination (100%) based on a case study, which will be made available to students

Examination brief – (100%)

Students are required to sit in a 3-hour controlled and supervised environment examination at IMI.

Content Outline

Examination topics include but are not confined to areas such as:

- Recruiting, leading and motivating a workforce across different cultures in the events and hospitality industry.
- Recognising and appreciating cultural diversity in the workplace with particular reference to the industry of events.
- Critical evaluation of different motivation theories,
- Comparison of different leadership styles
- Recommendation of HR strategies and management policies
- Managing a cultural diversity within an organisation
- Critical evaluation of theories related to cultural diversity
- Recognition of needs and expectations of employees from different backgrounds
- Design of teambuilding techniques in a culturally diverse workforce
- Development of an international recruitment framework

Students should demonstrate application of theory and knowledge and ensure they have addressed the assessment criteria for the unit.

Sample instructions



TTO - Travel & Tourism Operations

Mock Examination

Instructions

- **Three hours** are allowed for this paper which carries a total of **100 marks**.
- Read these instructions carefully before answering any questions.
- Do not begin writing until instructed to by the invigilator.
- 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.
- You must attempt all questions to gain a pass. The number of marks allocated to each 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 part of the question.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

Sample exam questions

Please note: All questions are compulsory and carry a total of 100 marks

Based on the case study **Beijing 2008 – Training to Deliver the “Best Games Ever”**, please answer the following questions:

Question 1	What are the key questions that the Beijing Olympic Games Organising Committee (BOGOC) needs to answer in order to ensure an effective and successful staff and volunteer training programme?	25 marks
Question 2	How has the BOGOC managed the recruitment and training of the thousands of volunteers required for the Beijing Olympic Games?	25 marks
Question 3	With reference to the case study explain the specific function a training needs analysis performs.	25 marks
Question 4	What is the value of undertaking orientation training for both paid and volunteer staff for such a major event as the Olympic Games?	25 marks

Assessment Example 2

Unit	Contemporary Conference Management
Unit Ref. No.	N/A
Assessment type	Assignment

Assignment Instructions

This unit is assessed by conference strategy report (40%) and a conference proposal (60%).

Students must base their assignments upon the learning materials from the unit combined with required / recommended readings from academic, media, and industry resources an own working practice in their place of work or in an organisation of their choice.

Assignments must

- include evidence that shows that the student meets the required Learning Outcomes and Assessment Criteria of the unit;
- make clear connections between theory and practice;
- cite references in accordance with the Harvard System;
- be presented in report format;
- be within 10% of the required word count;

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

Assessment task 1 – Conference Strategy Report (40%)

Students are required to produce a 1500-word report that critically evaluates the strategic considerations relating to a conference. Students will be provided with options of which conference to choose.

As part of their analysis students should assess and critically evaluate the strategic issues relating to the conferences, specifically considering;

- Brand / mission of the organization and implications for the conference design
- Purpose objectives of the event and therefore the key messaging / story
- Development of conference objectives using the ROI Methodology
- Profiling of conference attendee - utilizing the persona mapping tool
- Analysis of key stakeholders - stakeholder mapping
- Environmental maps - visually depicting the key trends / wider factors

It is envisaged that students will only need to carry out secondary research into their chosen organisation in order to complete this assignment. The choice of client and conference focus will be discussed with the tutors. Students should use and apply the theory and ideas developed in the unit and readings to support their development of the above list.

All theories, concepts, models and industry examples must be appropriately referenced using Harvard Referencing.

Assessment task 2 – Conference Proposal (60%)

Students are required to produce a 2500-word report. This report should present a conference proposal, for a two-day international conference that fits the context developed in assignment 1. Students should keep in mind that the justification needs to be linked to the analysis, and therefore context for the event, as developed in task 1.

Specifically, the proposal should include;

- Choice of destination/venue
- Programme of activities, including a variety of session formats, timings, and suggestions for topics, speakers/facilitators)
- Participant journey map
- Suggested practical arrangements for conference facilities; including conference spaces, layouts, accommodation and travel
- Registration form
- Budget (estimated costing is enough) including the recommended registration fee (or cost per delegate, depending on the type of client)
- Examples of marketing communications (to include - for example - website/social media page, flyer, etc.)
- Evaluation approach (e.g. form)
- + any additional information you may think necessary to show that you are delivering the client requirements (e.g. technology used at the event)
- Supporting document that offers a justification of the above ideas.

Task instructions - Task 1 Conference Strategy Report (40%)

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
The answer should critically analyse the client and other stakeholders' characteristics and objectives. It should also discuss the current event industry market trends and the possible influence they have on the planning and delivery of meetings and conferences	AC 1.1, 1.2, 1.3, 1.4	40

The word count is 1,500 words

Task instructions - Task 2 Conference Proposal (60%)

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
The answer should demonstrate appropriate knowledge of up-to-date business event design tools and techniques, with relevance to the chosen conference. It should apply the analysis of the market and key stakeholder characteristics to derive innovative recommendations regarding logistical and programming arrangements appropriate for the type of client. It should be made clear how the recommendations help achieving the stated objectives.	AC 2.1, 2.2, 2.3, 3.1, 3.2, 3.3	60

The word count is 2,500 words

9. About CTH

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