



HOSPITALITY

BTEC Subsidiary Diploma / Diploma (Single and Double Award)

WHY HOSPITALITY?

The BTEC Subsidiary Diploma / Diploma in Hospitality gives students “hands-on” experience as well as a broad theoretical understanding of the hospitality industry. The unique nature of the course allows youngsters to develop their practical skills in areas of food preparation and customer service. It also provides students with the experience of hands on supervision at a range of events.

Students completing the course can expect to move directly into junior management positions within the industry or move on to related Higher Education courses. Career opportunities can include:

Hotel Management
Event Catering
Armed Forces

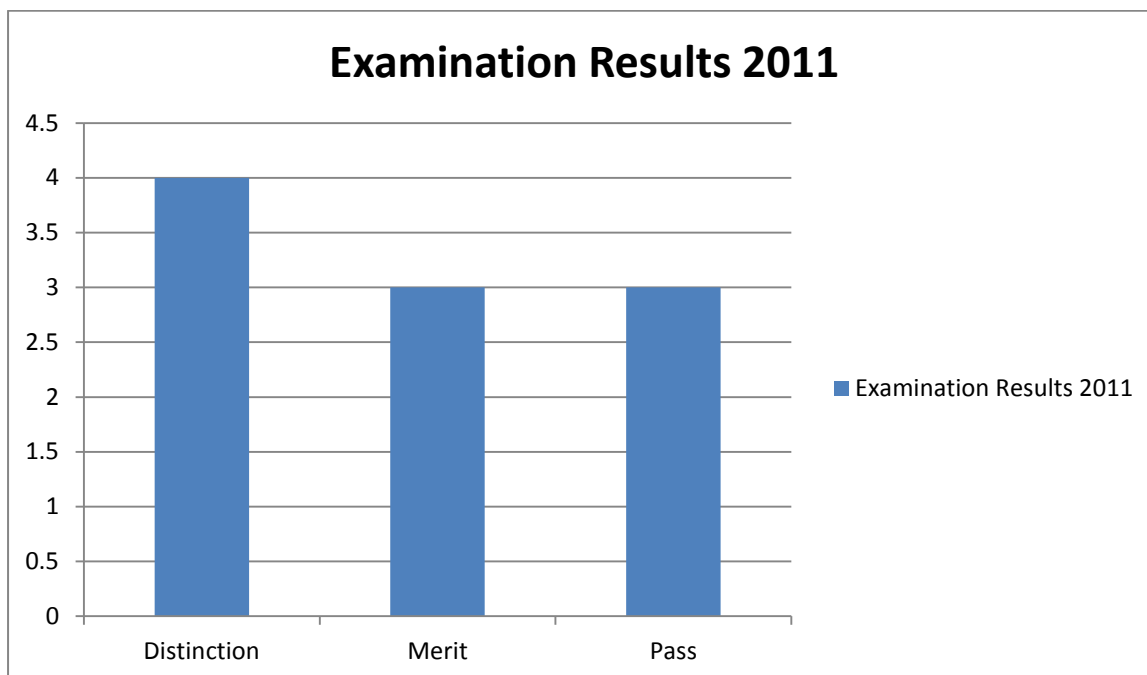
Licence Retail Management
Education
Tourism

Industrial Catering
Human Resources
Marketing

BTEC Hospitality is designed to provide students with a broad learning base of vocational and academic experience. Students must understand that working outside of normal school hours is a compulsory requirement of this course.

SPECIFIC ENTRY REQUIREMENTS

- 4 GCSEs (Grades A* - C)
- Satisfactory level of competence in Mathematics and English



COURSE DETAILS

The course is offered as Double and Single Award. Double Award students will be expected to successfully complete 12 units. Single Award students will complete six units of study selected from the Units below:

The Hospitality Industry (*Internally Assessed*)

This unit will involve the studying the vast scope of the industry. Students will be expected to demonstrate a broad knowledge of the size and scope of the industry, job opportunities within the industry and understand future trends that affect the future development of the industry.

Work Related Project in Hospitality (*Internally Assessed*)

In this unit students must complete a total of four weeks work based experience within the hospitality industry. Students will be expected to take a leading role in the selection of their work experience. They will be required to complete an assignment based around their experience.

Team Leadership and Supervision (*Internally Assessed*)

In this unit students will plan and supervise a food service event. They will take a leading role and be expected to be involved in the training and development of Key Stage 4 students in preparation for the event. They will also need to demonstrate a broad understanding of factors that affect hospitality supervision.

Financial Control in Hospitality (*Internally Assessed*)

This unit will provide students with sound understanding financial operations in the hospitality industry. The students will demonstrate an understanding of basic accountancy procedures as well as completing a series of case studies relating to costs and pricing of an event.



Food Service Operations (*Internally Assessed*)

This is a practical based unit in which students will demonstrate skills required for a range of events. They will need to demonstrate their competence in delivering food and drinks service and show an understanding of why different service methods are used within the industry.

Introduction to Asian Cuisine (*Internally Assessed*)

This practical based unit will give students an understanding of some of the cooking methods and dishes from a range of Asian countries. They will be expected to cook a range of meals for paying customers demonstrating a high degree of independence in the process.

Introduction to European Cuisine (*Internally Assessed*)

This practical based unit will give students an understanding of some of the cooking methods and dishes from a range of European countries. They will be expected to cook a range of meals for paying customers demonstrating a high degree of independence in the process.

Customer Care in Hospitality (*Internally Assessed*)

In this unit the students will demonstrate an understanding of the importance of customer care within the industry. They will investigate several outlets and apply their own knowledge to evaluate the effectiveness of customer care in the industry.

Marketing for Hospitality (*Internally Assessed*)

This unit will provide students with an understanding of the basic marketing techniques employed in the industry today. They will understand the concepts of marketing and apply these to a realistic product launch. Students will be expected to demonstrate a high degree of independence in the production of their marketing plan for assignment.

Planning and Managing a Hospitality Event (*Internally Assessed*)

In this unit the students will plan and manage a food service event within school. They will be expected to take a leading role in managing their own event, including the management of staff and resources. The event will be high profile, attended by members of the public. Feedback from paying customers will form an integral part of the assessment criteria.

Alcoholic Beverage Service (*Internally Assessed*)

This Unit provides students with an insight into the making of and serving alcoholic beverages in the hospitality industry. This Unit is largely practically assessed, but students do gain insight into legal and ethical issues related to the service of alcohol.

Contemporary Food

Students continue to develop their food preparation and cooking skills. In this Unit the students will complete a project to set up a new menu idea for a food service operation. The students will be practically assessed for this Unit, but will also be expected to effectively evaluate the success of the dishes that they have developed.