



Module Guide

Hospitality Design

UEL_5_HDE

School of Law and Social Sciences

Level 5

MODULE DETAILS

Module Title:	Hospitality Design
Module Level:	5
Module Reference Number:	UEL_5_HDE
Credit Value:	20 CAT points
Student Study Hours:	200 hours
Contact Hours:	36 hours
Private Study Hours:	164 hours
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	BA (Hons) Tourism and Hospitality Management: BA (Hons) Events and Entertainment Management
Level and Semester	Level 5; 2
Module Coordinator (MC):	Neville Kendall
MC Contact Details :	Neville Kendall, B164, Tel: 0207 815 7881, Fax: 0207 815 5799, kendaln@lsbu.ac.uk
Teaching Team & Contact Details	Neville Kendall, B164, Tel: 0207 815 7881, Fax: 0207 815 5799, kendaln@lsbu.ac.uk
Subject Area:	Tourism & Hospitality
Summary of Assessment Method:	100% coursework (A2 size poster 500 words weighted at 40% and a 2000 word report weighted at 60%)
External Examiner appointed for module:	Amanda White, Manchester Metropolitan University

SHORT DESCRIPTION

Food and beverage operations are becoming an increasingly significant sector of the hospitality industry. Consumers are becoming more adventurous and more demanding in their choice of food and beverage outlets and organisations operate in an increasingly competitive environment. It is more important than ever for organisations to adopt professional management approaches in order to succeed.

AIMS OF THE MODULE

This module aims to develop students' understanding of the principles and application of retailing in the context of food and beverage outlets. It also enables the student to examine and apply theories of retailing to the planning and management of a hospitality business.

LEARNING OUTCOMES

Knowledge and Understanding:

- LO1: Analyse and evaluate the interaction between hospitality markets, suppliers, clients, resources and other stakeholders in the global economy with an emphasis on the local context.
- LO2: Interpretation of business and research data to the development of hospitality strategies and plans for a local food and beverage outlet.
- LO3: Understand the logistics and operational processes required to manage food and beverage businesses.

Intellectual and Research Skills:

- LO4: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the food and beverage sector.

Transferable Skills and Personal Attributes:

- LO5: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to food and beverage managers and business investors and which respect intellectual property and copyright.
- LO6: Access, select and synthesise data from library and internet sources to develop and justify a food and beverage concept in the vicinity of the University's Southwark campus.

ASSESSMENT OF THE MODULE

Formative assessment:

This will involve aspects of a local business analysis for a specific type of food and

beverage concept the results of which will be discussed in seminars. This will assess LO1; LO2; LO4; LO5; LO6.

Students will also be asked to do a 5 minute oral presentation in class in advance of the Week 8 poster roadshow and will be able to build on feedback from this session when finalising their Coursework 1 poster. This will assess LO1; LO2; LO4; LO5; LO6.

Summative Assessment:

This module is assessed 100% by coursework, there are two elements to the assessment. Coursework 1 is worth 40% of the module and coursework 2 is worth 60% of the module.

Students are required to develop plans for a food and/or beverage business in a location to be provided in class during Week 1 (details of the location will also be posted on the Moodle site). You are required to produce a final report (coursework 2) and to make a poster in advance of this (coursework 1).

Coursework 1 worth 40% of the module an A2 500-word poster to be displayed in class in Week 8 and handed in at the end of the class. This will assess LO1; LO2; LO4; LO5; LO6

Coursework 2 a 2000-word report worth 60% of the module to be handed in on 13th May 2020. This will assess LO1; LO2; LO3; LO4; LO5; LO6

Coursework Brief: Developing A Hospitality Retail Outlet

You are required to develop plans for a food and/or beverage business in a location to be provided in class during Week 1 (details of the location will also be posted on the Moodle site). You are required to make a poster and to produce a report. Your report should comprise of the following sections:

- Write a short overview outlining your unique and original concept (it should be clear from this what the core elements of your offering will be and how you will position your outlet with respect to the competition/what makes your outlet unique)
- Provide a relevant analysis of the business environment for your concept covering relevant PEST factors including food and/or beverage trends, an analysis of possible customer segments and of your potential competition
- Outline the market segment(s) you will target
- Outline an interior/exterior design scheme for your outlet (this should include floor

plans which can be hand-drawn or computer-generated and provide a brief outline of your use of atmospherics i.e. important elements in the design affecting the senses/how these elements are intended to affect consumers' feelings and their behaviour/purchase patterns)

- Write a sample menu for your outlet showing the food and/or drinks you would like to offer. You should NOT include any prices.
- You may also make use of an appendix to display more detailed evidence
- You are required to use the Harvard referencing system and it is expected that you should use at least 10 different sources in your answer.

Your poster should be A2 in size and 500 words in length. It should comprise the following sections:

- A summary of your proposed concept
- Key issues arising from your business analysis

In preparing your assignment you should attempt to integrate relevant theory and to make use of relevant industry reports and trade press.

The following marking criteria will apply for your report (Coursework 2):

Outline of the concept for your outlet	1st	2:1	2:2	3	Fail
Business analysis	1st	2:1	2:2	3	Fail
Outline of your target markets	1st	2:1	2:2	3	Fail
Interior design ideas	1st	2:1	2:2	3	Fail
Sample menu	1st	2:1	2:2	3	Fail

The following marking criteria will apply for your poster (Coursework 1):

Outline of the concept for your outlet	1st	2:1	2:2	3	Fail
Outline of your business analysis	1st	2:1	2:2	3	Fail
Overall layout and impact of your poster	1st	2:1	2:2	3	Fail

We are using a marking scheme whereby you are marked on a scale of 'Fail' to '1st' (excellent) for each criterion, rather than allocating a set amount of marks to each criterion. An overall impression of the work's quality can, therefore, be formed, rather

than marking to a rather dry and mechanical percentage basis. You will still be awarded an overall percentage mark but you will not be able to add up the marks for each criteria and arrive at an overall percentage.

Late Work

Students are reminded that work handed in up to two weeks after the deadline will be eligible for a 40% mark only. A mark of zero will be awarded for work handed in thereafter.

Extenuating circumstances forms, together with evidence supporting your claim must be completed if you think that your case warrants a deferral in any or all pieces of work. Course tutors have no role in assessing claims for extenuating circumstances.

Computer/disk failure, printer problems or any other technical difficulties on the day of submission will not, under any circumstances, be accepted as a reason to hand work in late, therefore, be very careful to back-up your work onto disk as you go.

FEEDBACK

Feedback will normally be given to students 15 working days after the submission of an assignment.

INTRODUCTION TO STUDYING THE MODULE

Overview of the Main Content

Introduction to hospitality retail concepts; strategic planning for hospitality retail outlets; physical interior design, menu design, service standards and training; operational planning; promotional activities; costing and pricing.

Overview of Types of Classes

Lectures introduce students to the principles underlying the core concepts of hospitality outlet design and retailing. Seminars involve student-led exercises and group discussion sessions on the coursework assignment. During some teaching weeks a practical workshop/task will comprise the entire session.

Importance of Student Self-Managed Learning Time

It is essential that you spend time reviewing and writing up your notes after lectures every week and that you undertake further reading to develop your understanding of the subject. You should also keep abreast of issues affecting the industry by reviewing relevant trade press. You will be expected to prepare for some seminars in advance and to organise your time effectively in order to complete your assessment.

Employability

This module will enable students to contribute to the design and development of a food and beverage outlet and to assist in designing a promotional mix for such an outlet.

WEEKLY TEACHING AND LEARNING PROGRAMME

Week 1

Lecture: Introduction to the module and assessment. Introduction to online library resources and relevant trade press. Exploring hospitality retail concepts. Advice on the Week 11 exercise and completion of a dietary/allergy form by each student.

Seminar: An observational exercise reviewing local hospitality outlets.

Week 2

Lecture: Applying strategic planning processes to hospitality retail (the steps in the strategic planning process, analytical tools, setting objectives, rolling out and monitoring the plan, evaluation).

Seminar: An exercise to help you with the business analysis in your coursework. This exercise and the one in next week's seminar will promote the need to match data from your business analysis to the choices you make in relation to your concept. Some secondary data will be provided for the Week 2 seminar. A task requiring you to do some advance research for the Week 3 seminar will also be set during the Week 2 session.

Week 3

Lecture: Outline of the promotional mix for food and beverage operations and in depth discussion of retail merchandising theories and models in relation to food and beverage operations.

Seminar: An exercise to help you with the business analysis for your coursework.

Week 4 – Analysis of a previous student submission for Coursework 2. Tips for your own coursework.

Week 5

Lecture: Clarification of your possible concepts and discussion of issues arising so far in the business analysis.

Seminar: Short local observational task about the local physical environment lead by the lecturer to emphasise the way in which you could approach the observation part of your business analysis.

Week 6

Lecture: Interior and exterior design of outlets (details of seminar to follow on Moodle).

Seminar: Discussion of design ideas for your coursework concepts.

Week 7

Coursework 1 help session which will involve short presentations from each student about the main issues to be included in their posters for Coursework 1. Tips and feedback from the lecturer on Coursework 1.

Week 8

Poster display and discussion session.

Week 9

Lecture: The theory and practice of menu content and design.

Seminar: Assignment review and advice session on Coursework 2 building on feedback from Coursework 1.

Week 10

Exercise which requires you to evaluate and feedback on the design of the University's food and beverage spaces applying the principles and frameworks covered in Week 6. Visit to and/or speaker from a local food and beverage outlet.

Week 11

A workshop centred around the analysis of a selection of food and beverage menus designed to help you with Coursework 2. Question and answer session on Coursework 2.

Week 12

Practical food and beverage merchandising exercise followed by consumption of the food and beverage!! This will lead into an additional assignment help session for Coursework 2.

LEARNING RESOURCES

Core Materials

Currid, S. (2013) Build your tribe, the new marketing manifesto for restaurants, bars and cafes. Panoma Press: St. Albans, Herts.

Hsu, C. and Powers, T. (2002) *Marketing Hospitality*, New York: John Wiley.

In addition to the above students are expected to search for relevant industry reports in MINTEL and KEYNOTE (some of these reports will be given as reading in class)

Optional Materials

Baraban, R. S. & J. F. Durocher. (2010). *Successful Restaurant Design*. New York, John Wiley.

Barth, S & D. K. Hayes. (2009) *Hospitality law : managing legal issues in the hospitality industry*, Hoboken, NJ : John Wiley & Sons, Inc.,

Braun. (2010). *Café! Best of Coffee Shop Design*. Braun.

Davis, B., A. Lockwood, I. Pantelidis & P. Alcott. 2008. *Food and beverage management*, Oxford, Butterworth-Heinemann.

Gibson, P. (2006). *Cruise Operations Management*. Oxford, Butterworth-Heinemann.

Herriott, L. (2010). *1000 Restaurant, Bar and Café Graphics: from Signage to Logo and Everything Inbetween*. Minneapolis (MN), Quarry Books.

Klanten, R., Ehmann, S. & S. Moreno. (2010). *Eat Out! Restaurant Design and Food Experiences*. Berlin, Die Gestalten Verlag.

Kotler, P., Bowen, J. & J. Makens. (2009). *Marketing for Hospitality and Tourism*. Upper Saddle River (NJ), Prentice-Hall.

Lashley, C. 2000. *Hospitality Retail Management: a Unit Manager's Guide*, Butterworth-Heinemann: Oxford

Meyer, D. (2010). *Setting the Table: Lessons and Inspirations from one of the World's Leading Entrepreneurs*. London, Marshall Cavendish.

Pegler, M. M. (2006). *Visual Merchandising and Display*. New York, Fairchild Books.

Ryder, B. (2010). *New Restaurant Design*. London, Laurence King Publishing Ltd.

Shock, P. J., Bowen, J. T. & J. M. Stefanelli. (2003). *Restaurant Marketing for Owners and Managers*. New York, John Wiley.

Vidiella, A. S. (2010). *New Bars & Restaurants 2*. New York, Collins Design.

Mintel and Keynote reports will also be used in class and can be accessed via the online library catalogue.

Journals

Cornell Hospitality Quarterly
Hospitality and Tourism Complete
Leisure and Hospitality Business
Tourism and Hospitality Management
Hospitality Design
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Restaurant Hospitality
Journal of Hospitality Marketing and Management
Food Service in the United Kingdom

You will also find the following trade resources invaluable:

<http://www.bighospitality.co.uk/>
<http://www.restaurantmagazine.com/>
<http://www.quickbitemagazine.co.uk/>
<http://barmagazine.co.uk/>
<http://www.oohonline.co.uk>
<http://www.pubandbaronline.co.uk>
<http://www.fsmmagazine.co.uk>

**Division of Urban Environment and Leisure Studies
Assessment Feedback Sheet**

Student number / name	
Course	3970; 3999
Module title & Code	Hospitality Design and Merchandising UEL_5_HDM Poster COURSEWORK 1
Submission Date	

Assessment Criteria	Excel- lent 70%+	Very Good 60-69%	Good 50-59%	Weak 40-49%	Poor 0-39%
Outline of the concept for your outlet					
Outline of your business analysis					
Overall layout and impact of your poster					

Overall Mark (%)

NOTE: All assessments and marking are subject to the *Academic Regulations for Taught Programmes 2012/13*

I have read the student's Support Arrangements Form and have marked the work in accordance with the University's DDS Marking Policy.

Not Applicable (delete as appropriate)

The attributes of your work that have led to this mark are:

To improve the mark you would need to:

Signed		Date:
Moderator remarks (if applicable)		
	Signed	Date

**Division of Urban Environment and Leisure Studies
Assessment Feedback Sheet**

Student number / name	
Course	3970; 3999
Module title & Code	Hospitality Design and Merchandising UEL_5_HDM Report COURSEWORK 2
Submission Date	

Assessment Criteria	Excel- lent 70%+	Very Good 60-69%	Good 50-59%	Weak 40-49%	Poor 0-39%
Outline of the concept for your outlet					
Business analysis					
Outline of your target markets					
Interior design					
Sample menu					

Overall Mark (%)

NOTE: All assessments and marking are subject to the *Academic Regulations for Taught Programmes 2012/13*

I have read the student's Support Arrangements Form and have marked the work in accordance with the University's DDS Marking Policy.

Not Applicable (delete as appropriate)

The attributes of your work that have led to this mark are:

To improve the mark you would need to:

Signed		Date:
Moderator remarks (if applicable)	Signed _____ Date _____	

