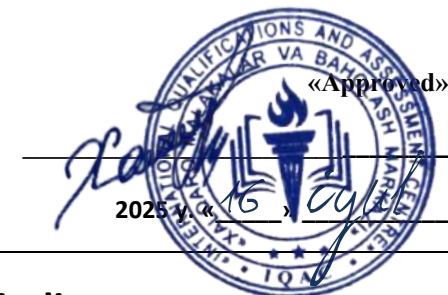




**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



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|--------------------------------|--|-----------------|--|
| Programme | Level 5 Extended Diploma in Tourism & Hospitality | | |
| Unit Number/ Unit Title | Unit 10 Operations Management | | |
| Cohort Code: | L05OM-U10 | | |
| Unit Level | Level 5 | | |
| Total Credits/Hours | Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110 | | |
| Credits | 20 CATS/ 10 ECTS | | |
| Lecturer | | | |
| Start Date | | End Date | |

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| Unit Aims | This unit aims to provide learners with a solid understanding of operations management principles and their application in the tourism and hospitality industry. The focus is on managing service delivery, resource planning, quality assurance, and performance measurement to ensure organizational efficiency and customer satisfaction. The module equips learners with analytical tools and operational strategies for managing day-to-day functions effectively. |
| Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i> | Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning |

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|-----------------------------------|---|
| | |
| Equality & Diversity | Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met. |
| Safeguarding & Prevent | Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff. |
| Health & Safety | SIRM H&S policies will be maintained. |
| Learning Resources | Teaching and Learning Materials |
| | <ul style="list-style-type: none"> • Davis, M. M., Aquilano, N. J., & Chase, R. B. (2012). Fundamentals of Operations Management (8th ed.). McGraw-Hill. • Fitzsimmons, J. A., & Fitzsimmons, M. J. (2014). Service Management: Operations, Strategy, and Information Technology (8th ed.). McGraw-Hill. • Slack, N., Brandon-Jones, A., & Burgess, N. (2022). Operations Management (10th ed.). Pearson. • Walker, J. R. (2021). Introduction to Hospitality Management (6th ed.). Pearson. • Kasavana, M. L., & Brooks, R. M. (2015). Managing Front Office Operations (9th ed.). AHLEI. |

| Learning Outcome (The learner will be able to) | Assessment Criteria (The learner can:) |
|---|--|
| LO1. Understand key principles and functions of operations management. | Written Report: 1.1 Explain the core functions of operations management in tourism and hospitality. 1.2 Discuss how operations strategy aligns with organisational goals. |
| LO2. Analyse techniques used for capacity, inventory, and resource planning. | Case Study: 2.1 Apply resource planning techniques to optimise service delivery. 2.2 Evaluate the impact of capacity and inventory decisions on operational efficiency. |
| LO3. Examine quality assurance and service performance management systems. | Presentation: 3.1 Explain quality assurance models relevant to the industry. 3.2 Discuss the role of customer feedback in continuous service improvement. |
| LO4. Apply performance metrics and benchmarking in service operations. | Portfolio: 4.1 Use key performance indicators (KPIs) to evaluate operational success. 4.2 Compare benchmarking techniques to identify areas for improvement. |
| LO5. Explore the use of technology and automation in modern operations. | Research Brief: 5.1 Assess the role of automation and digital tools in enhancing service delivery. 5.2 Investigate future trends in operational technologies. |

| No | Topic | Learning Outcomes for Each Topic | Which assessment criteria does the session relate to? | Day/month/year/ signature |
|----|--|--|---|------------------------------|
| 1 | Introduction to Operations Management in Tourism and Hospitality | Understand the scope and significance of operations in service-based industries. | LO1 | |
| 2 | Core Functions of Operations Management | Identify planning, organizing, staffing, directing, and controlling roles. | LO1 | |
| 3 | Service Operations vs. Manufacturing Operations | Distinguish between service-specific and traditional manufacturing operations. | LO1 | |
| 4 | The Service Delivery System | Understand the flow of service from customer interaction to delivery. | LO1 | |
| 5 | Operations Strategy and Competitive Advantage | Explore how operational efficiency supports business goals. | LO1 | |
| 6 | Capacity Planning and Forecasting Demand | Analyze how to anticipate and match service capacity with customer demand. | LO2 | |
| 7 | Inventory Management in Hospitality (e.g., F&B, Linen, Supplies) | Explore just-in-time, par stock, and stock rotation methods. | LO2 | |
| 8 | Resource Allocation and Scheduling | Learn how to deploy human and material resources efficiently. | LO2 | |
| 9 | Workforce Planning and Roster Design | Apply techniques for staff forecasting, shifts, and workload distribution. | LO2 | |

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|----|--|--|---------------|--|
| 10 | Technology in Resource and Capacity Planning | Explore software tools used for scheduling and resource optimization. | LO2 | |
| 11 | Introduction to Quality Assurance in Service Operations | Define quality from the customer's perspective and internal process control. | LO3 | |
| 12 | Service Quality Models (SERVQUAL, GAP Model) | Apply frameworks for identifying service delivery gaps and improvement. | LO3 | |
| 13 | Customer Satisfaction and Guest Experience | Examine how guest feedback informs quality assurance processes. | LO3 | |
| 14 | Total Quality Management (TQM) Principles | Understand continuous improvement strategies and staff involvement. | LO3 | |
| 15 | Handling Service Failures and Implementing Recovery Plans | Learn how to restore service and improve future performance. | LO3 | |
| 16 | Midterm | Midterm assessment covering all learning outcomes (theory and practical elements) | LO1, LO2, LO3 | |
| 17 | Performance Management in Hospitality Operations | Examine how to set goals, measure outcomes, and monitor progress. | LO4 | |
| 18 | Key Performance Indicators (KPIs) in Tourism and Hospitality | Identify and use KPIs such as occupancy rates, REVPAR, and guest satisfaction. | LO4 | |
| 19 | Benchmarking Best Practices in Service Delivery | Compare performance against industry leaders to drive improvements. | LO4 | |
| 20 | Productivity and Efficiency in Service Operations | Learn to calculate productivity ratios and address inefficiencies. | LO4 | |

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|-----------|--|--|-----------|--|
| 21 | Data-Driven Decision Making in Operations | Use data analysis tools to guide operational choices. | LO4 | |
| 22 | Automation and Robotics in Hospitality Operations | Explore examples such as robotic concierge, kitchen automation, and cleaning bots. | LO5 | |
| 23 | Point of Sale (POS) Systems and Inventory Integration | Examine how digital systems streamline inventory, billing, and reporting. | LO5 | |
| 24 | Online Booking and Reservation Management Systems | Understand the role of central reservation systems in customer flow management. | LO5 | |
| 25 | Smart Technology and IoT Applications in Hospitality | Analyze real-time monitoring, smart rooms, and energy management systems. | LO5 | |
| 26 | Artificial Intelligence and Predictive Analytics in Operations | Explore how AI supports forecasting and personalization in services. | LO5 | |
| 27 | Managing Operational Risk and Business Continuity | Understand risk assessment and recovery planning in operational contexts. | LO3, LO4 | |
| 28 | Environmental Efficiency and Sustainable Operations | Incorporate eco-friendly resource planning and waste reduction practices. | LO2, LO5 | |
| 29 | Group Presentations: Designing a Service Operations Plan | Present a practical plan incorporating resource, quality, and tech strategies. | LO2 – LO5 | |
| 30 | Final Exam Preparation & Review | | | |
| 31 | Final Exam | | | |