

Level 4

# Hospitality Manager Apprenticeship

Developing versatile leadership skills in various hospitality settings



**This programme equips leaders with the essential skills and knowledge needed to excel in various hospitality settings including bars, restaurants, cafes, hotels and more.**

Hospitality managers can specialise in specific areas of management such as front office, events or food and beverage services that cater to the unique needs of a business. Driven by a relentless passion for ensuring customer satisfaction, this programme is designed to nurture a strong sense of responsibility among future managers and encourage leaders to take ownership of their business's vision and objectives.

Possessing excellent business acumen is a core focus of this apprenticeship ensuring managers are skilled in managing both people and customer relations.



## Entry requirements

Employers will set their own entry requirements in order to start this apprenticeship, but typically requires five GCSEs at Grade 4 or higher.



## Course duration

18 months + EPA



## Progression

Progression from this apprenticeship could be onto an Operational Management level 5 apprenticeship or a degree apprenticeship.



## Cost/funding

Levy Payers           £6,000  
Non Levy Payers   £360



## Functional skills

To complete the apprenticeship, the apprentice must pass level 2 English and maths (or have the appropriate exemption certificate) before undertaking their end-point assessment.



## End-point assessment

The end-point assessment (EPA) includes:

- ▶ Multiple choice test
- ▶ Professional discussion
- ▶ Business project



## Professional support

HIT Training assigns a designated Vocational Trainer to each apprentice. Alongside the apprentice, they will agree on a personal learning and development plan, setting a timetable of learning activities in preparation for the end-point assessment.

The HIT Vocational Trainer will meet with the apprentice regularly either online or face-to-face to complete and review assessments, provide further coaching where required and agree the next steps of learning.



# Apprenticeship Journey (Core Modules)

<p><b>1</b> Introduction to Hospitality Manager</p>	<p><b>2</b> People</p>	<p><b>3</b> Leadership</p>	<p><b>4</b> Customer</p>
<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ End-point assessment methods and how to prepare for them</li> <li>▶ How personal development and performance contributes to the success of the individual, team and organisation</li> <li>▶ Personal goals and development opportunities</li> <li>▶ Learning styles and how to use them</li> <li>▶ What's Kaizen – Japanese philosophy of self-improvement</li> <li>▶ Importance of reflection and its impact on continual professional development (CPD)</li> </ul>	<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ Different leadership styles and management theories and how to use them to support a team</li> <li>▶ Equality, diversity and inclusion and their impact on working cultures</li> <li>▶ Effective team building</li> <li>▶ Motivating your team using various motivational theories</li> <li>▶ Importance of effective communication and feedback</li> <li>▶ Performance management and the tools to help you and your team thrive</li> </ul>	<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ Leaders and managers – what's the difference?</li> <li>▶ Stakeholder engagement</li> <li>▶ What's people strategy all about?</li> <li>▶ Change planning and implementation and some handy tools and theories</li> <li>▶ Leadership and management theories to help you know you and your team better</li> <li>▶ Creating an ethos of a diverse and inclusive culture</li> </ul>	<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ Understanding your customers and using customer profiling and segmentation</li> <li>▶ How does customer journey mapping work?</li> <li>▶ Creating a customer service culture</li> <li>▶ Fred Sirieix states</li> <li>▶ Using benchmarking</li> <li>▶ Self-actualisation and customer service – what is this all about?</li> <li>▶ Customer service feedback and how to use it</li> <li>▶ Service recovery strategy step by step</li> <li>▶ What is a marketing strategy?</li> <li>▶ Relationship between marketing and sales</li> </ul>
<p><b>5</b> Business 1 – Strategy and Operations</p>	<p><b>6</b> Business 2 – Building Consistency</p>	<p><b>7</b> Business 3 – Delivery and Responsibilities</p>	<p><b>8</b> Business 4 – Finance</p>
<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ What is market analysis and what tools can we use?</li> <li>▶ Business mission, vision, values and objectives – what has this got to do with the strategy?</li> <li>▶ Direct and indirect competitors</li> <li>▶ Michael Porter's 'five forces'</li> <li>▶ Standard operating procedures</li> </ul>	<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ What is change management and what tools can we use to implement it successfully?</li> <li>▶ Risk management and analysis and contingency planning</li> <li>▶ Managing peaks and troughs</li> </ul>	<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ Quick guide to relevant legislation</li> <li>▶ Macro and micro environmental forces</li> <li>▶ Technology in hospitality</li> <li>▶ Environmental responsibility</li> <li>▶ All about corporate social responsibility</li> </ul>	<p><b>Module includes:</b></p> <ul style="list-style-type: none"> <li>▶ Introduction to finance and financial reporting</li> <li>▶ All about profit and costs</li> <li>▶ Difference between a budget and a forecast</li> <li>▶ Cost and revenue centres</li> </ul>

# Apprenticeship Journey (Apprentices choose one of the following speciality areas)

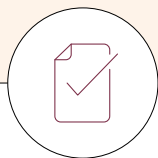
<p><b>9 Food and Beverage Service Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ Responsibilities of a food and beverage manager</li><li>▶ Different service styles and their characteristics</li><li>▶ Food and wine pairing to identify different flavour components</li><li>▶ Different menu designs and menu engineering</li><li>▶ Importance of knowing allergens</li></ul>	<p><b>10 Housekeeping Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ Responsibilities of a housekeeping manager</li><li>▶ Monitoring cleanliness, presentation and productivity</li><li>▶ Trends in housekeeping</li><li>▶ Suppliers and how to manage waste</li><li>▶ Planning, prioritising and scheduling maintenance and repair works</li></ul>	<p><b>11 Front Office Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ Responsibilities of a front office manager</li><li>▶ General preparation tasks and their importance (KPIs)</li><li>▶ Knowing promotions and how to maximise sales and profit</li><li>▶ Identifying required business levels</li><li>▶ All about service level agreements</li><li>▶ Reservation systems</li></ul>	<p><b>12 Revenue Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ Responsibilities of the revenue manager</li><li>▶ How to maximise revenue potential</li><li>▶ Knowing promotions and how to maximise sales and profit</li><li>▶ Return on investment and how to measure it</li><li>▶ Budgeting and forecasting – what is the difference?</li></ul>
<p><b>13 Conference and Events Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ How budgeting works</li><li>▶ What's involved in conference and events planning</li><li>▶ Event agreements and their importance</li></ul>	<p><b>14 Hospitality Outlet Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ Procurement of food and kitchen supplies</li><li>▶ All about service level agreements</li><li>▶ What is a purchase order?</li><li>▶ Wastage</li><li>▶ Food safety management and other laws and regulations</li><li>▶ Commercial presentation of an outlet</li><li>▶ Planning, prioritising and scheduling maintenance and repair works</li></ul>	<p><b>15 Kitchen Management</b></p> <p><b>Module includes:</b></p> <ul style="list-style-type: none"><li>▶ Procurement of food and kitchen supplies</li><li>▶ All about service level agreements</li><li>▶ Kitchen equipment and its maintenance</li><li>▶ Wastage and its impact on sustainability</li><li>▶ Food safety management and other laws and regulations</li><li>▶ How do you design your menu?</li></ul>	

# Independent End-Point Assessment

The end-point assessment (EPA) will only commence once the employer, apprentice and HIT Vocational Trainer are confident that the apprentice has developed all the knowledge, skills and behaviours (KSBs) defined in the apprenticeship standard and clearly evidenced by the on-programme progression review meetings and records.

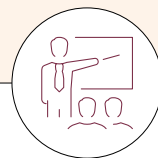
## Summary of independent end-point assessment process

The apprentice will be assessed to the apprenticeship standard using the complementary assessment methods below. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed by the independent End-Point Assessment Organisation (EPAO).



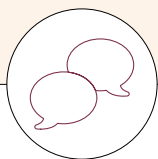
### On demand test

- ▶ 90 minutes on demand multiple choice test
- ▶ 35 questions (each with 4 response options)
- ▶ Covers the core and relevant specialist function
- ▶ Scenario based questions
- ▶ Externally set and marked by the End-Point Assessment Organisation
- ▶ Undertaken either on the employer's premises or off-site.



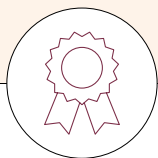
### Business project

- ▶ Research and write within the 2 month assessment window
- ▶ Submit at least 7 working days prior to the professional discussion
- ▶ Covers the core and relevant specialist function
- ▶ Project to look at a proposal for an opportunity/ challenge/idea to make an improvement to the business
- ▶ Project plan to be agreed and externally marked by the End-Point Assessment Organisation.



### Professional discussion

- ▶ 90 minute structured meeting
- ▶ Covers the core and relevant specialist function
- ▶ Includes apprentice reflection on feedback
- ▶ Structured discussion between the apprentice and the end-point assessor
- ▶ Led by the independent end-point assessor.



### Completion

- ▶ Independent end-point assessor confirms that each assessment element has been completed
- ▶ The overall grade is determined by the independent end-point assessor based on the combination of performance in all assessment activities. Grades are: Pass/Distinction/Fail.

In partnership with:



Divisions of HIT Training Ltd.

