

HOSPITALITY MANAGER APPRENTICESHIP

STANDARD LEVEL 4

Hospitality managers work across a huge variety of organisations including bars, restaurants, cafés, conference centres, banqueting venues, hotels and contract caterers and generally specialise in a particular area, however their core knowledge, skills and behaviours are aligned. They have a high level of responsibility and are accountable for fulfilling the business vision and objectives which requires excellent business, people and customer relation skills. Individuals in this role are highly motivated team leaders that combine a talent for management and specific industry skills and thrive on the customer facing nature of the role.

TRAINING BENEFITS

On completion of this 15 month standard, apprentices will demonstrate they are highly motivated leaders with a talent for management and specific industry skills while ensuring a level of responsibility and accountability for fulfilling the business vision and objectives. The apprenticeship standards “knowledge, skills and behaviours” are developed over the course of the programme via scheduled learning interventions with employer mentors and Lifetime regional trainers. Learning activities and coaching sessions are aligned to support the learner to learn, practice and prepare for End Point Assessment.

WHAT'S COVERED?

- **Business:** Apprentices manage finance and minimise costs within hospitality businesses; identify the income streams and cost centres and areas for potential waste or loss within own area of business.
- **People:** Apprentices understand how to create a people strategy and how to effectively manage recruitment, induction, team development and succession planning in a hospitality business to deliver it.
- **Customers:** Apprentices manage the impact of service failure on hospitality businesses and identify how to develop and implement successful service recovery strategies.
- **Communication:** Apprentices manage and understand how to consistently communicate and engage with people and teams.
- **Leadership:** Apprentices understand the management and leadership styles and skills required in a hospitality business environment.
- **Performance Management:** Apprentice manage team performance and are responsible for them from a legal point of view as well as following company codes of practice and industry guidelines relating to people management.
- **Marketing:** Apprentices understand how to identify, support, implement and evaluate hospitality marketing, sales strategies and techniques.
- **Food and Beverage Management:** Apprentices manage the delivery of business standards in a range of settings including bars, restaurants, cafés, conference centres, banqueting venues, hotels and contract caterers.

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WHAT'S COVERED?

- **Housekeeping Management:** Apprentices manage the delivery of business standards for the presentation of establishments such as hotels and other overnight accommodation, making sure that they are clean, fresh and tidy in public areas and guest accommodation.
- **Front Office Management:** Apprentices manage the delivery of the business standards for the reception function and, where relevant the nights' team and porters, reservations for example in hotels and conference venues.
- **Concierge And Events Management:** Apprentices manage the delivery of functions often simultaneously such as business conferences, conventions, banquets or weddings. Managing meticulous coordination liaising with multiple departments across the business to meet a variety of different customer needs and expectations.
- **Hospitality Outlet Management:** Apprentices manage the operations of a hospitality retail outlet, such as quick service restaurants, branded coffee or sandwich shops. The role is often in a fast paced environment with the focus on meeting customers' expectations of efficiency and consistency for both the products and service they receive.
- **Revenue Management:** Apprentices manage devise and implement strategies that aim to optimise revenue across the business, for example rooms, conference and events and food and beverage.
- **Kitchen Management:** Apprentices manage the delivery of consistent levels of food preparation, cooking and service, typically in high volume and often fast paced or complex production catering kitchens. High levels of financial accountability, adherence to strict procurement, stock management and food safety requirements provide a challenging environment which needs to be managed with a considerable amount of expertise.
- **Multi-functional Management:** Apprentices manage a range of different operational functions, multi-functional managers have substantial accountability and responsibility for meeting clear management objectives with their team and must balance priorities across each of the functions they are given responsibility for.

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ASSESSMENT PRACTICE

Regular evaluation sessions with managers and trainers will allow apprentices to practice end assessment activities such as practical observations, Q&A sessions, reviewing the apprentice's portfolio of evidence and a series of professional discussions. To prepare for a final end point assessment apprentices will be asked to complete a number of activities in-between visits to build confidence and competence in the knowledge, skills and behaviours areas.

END POINT ASSESSMENT

Apprentices access End Point Assessment following a gateway discussion with their employer and Regional Trainer where entry requirements are discussed, checked and recorded including functional skills at the required level. The Hospitality Manager Level 4 End Point Assessment will include the following types of assessment:

- Multiple Choice Questions
- 360 degree appraisal still to be agreed
- Professional discussion
- Business project



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