

Title of the Module / Unit	1 – Managing the customer experience
Module / Unit Description Provide a brief description of the module.	This unit provides the Learner with background knowledge and understanding of hospitality business. It also provides the learner effective customer experience management within the service sector business to maximise customer satisfaction
Learning Outcomes	Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
	a) Define a customer profile and characteristics of the target audience through market segmentation b) Use of individual characteristics such as age, gender, income, occupation geographic location and education ethnicity c) Identify critical moments when customers interact with the organisation- before, during and after customer experience.
	Knowledge – at the end of the module/unit the learner will have been exposed to the following:
	a) Define the stages of a customer journey and how the journey map supports business to understand how interact with customers b) Understand the customer journey to build the customer narrative to provide strategic insights c) Understand how aspects of the entrepreneurial personality reflect entrepreneurial motivation and mind-set
	Skills – at the end of the module/unit the learner will have acquired the following skills:
	Applying knowledge and understanding The learner will be able to:

- a) Use of different social media platforms to raise awareness of products and services and communicate with customers.
- b) Supply effective customer experience management within a service sector business to maximise customer satisfaction
- c) Determine the characteristic behaviours and skills of successful entrepreneurs that distinguish them from other business leaders in the hospitality sector.

Judgment Skills and Critical Abilities

This section has been made sufficiently open to accommodate both vocational and academic orientations. Applicants can refer to Judgement Skills, or Critical Abilities (critical skills, dispositions, values and actions), or both.

The learner will be able to:

- a) Investigate a range of entrepreneurial ventures to understand entrepreneurship in both the public and corporate sector
- b) Critically analyse how small businesses in the Hospitality sector have an impact on different levels of the economy including local and international context
- c) Critically evaluate contrasting scenarios to reflect on how background and experience influences entrepreneurs, both positively and negatively.

Module-Specific Communication Skills

(Over and above those mentioned in Section B)

The learner will be able to:

	<p>a) Explain the social economy growth due to the impact of small businesses and business start-ups within the hospitality sector.</p> <p>b) Understand the roles and characteristics of micro, small and medium-sized organisations</p> <p>c) Understand the balance of risk and reward in starting a new business venture</p>
	<p><i>Module-Specific Learner Skills</i></p> <p>(Over and above those mentioned in Section B)</p> <p>The learner will be able to</p> <p>a) Assess and evaluate the key aspects of an entrepreneurial mind-set</p> <p>b) Determine the characteristic behaviours and skills of successful entrepreneurs that distinguish them from other business leaders</p> <p>c) Interpret relevant data to illustrate how micro and small businesses impact on the economy</p>
	<p><i>Module-Specific Digital Skills and Competences</i></p> <p>(Over and above those mentioned in Section B)</p> <p>The learner will be able to</p> <p>a)</p> <p>b)</p> <p>c)</p> <p>etc.</p>

<p>Hours of Total Learning for this Module / Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. At least 20% (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by NCFHE.</p>	<p>Total Contact Hours ¹</p> <p style="text-align: right;">40</p> <p>(Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures, participation in online forums, video-lectures).</p>	<p>Supervised Placement and Practice Hours</p> <p style="text-align: right;">20</p> <p>(During these hours the learner is supervised, coached or mentored.)</p>
	<p>Self-Study Hours</p> <p style="text-align: right;">120</p> <p>(Estimated workload of research and study.)</p>	<p>Assessment Hours</p> <p style="text-align: right;">20</p> <p>(Examinations/ presentations/ group work/ projects etc.)</p>
<p>Total Learning Hours of this Module</p>	<p>200 Hours</p>	
<p>Percentage of Total Contact Hours delivered online.</p> <p>In the case of online/blended learning, kindly indicate the total number of contact hours delivered online and those face-to-face.</p>	<p>Contact Hours Delivered Online</p> <p style="text-align: right;">20 %</p>	<p>Contact Hours Delivered Face-to-Face</p> <p style="text-align: right;">80 %</p>

¹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.