



Module Title	Digital Skills for Hospitality		
Module Code	HIS400		
Module Type	Compulsory	ECTS	6
Year / Semester	Year 2 /Semester 4		
Module Purpose and Objectives	<p>This module is designed to equip students with essential digital competencies in today's hospitality industry. With objectives ranging from understanding the significance of digital skills to implementing effective online digital strategies and analysing data, students will develop proficiency in key areas crucial for modern hospitality management. Through practical exercises, this module ensures students are well-prepared to navigate the digital landscape and drive success in hotel operations.</p>		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand the significance of digital skills and the implications of digital transformation in the hospitality industry. • Develop skills for an effective digital presence. • Utilise hospitality management software proficiently. • Analyse data for informed decision-making. 		
Module Content	<p>Our module covers a number of key topics essential for navigating the digital realm within the hospitality sector. Topics such as digital transformation, management software, online presence, customer relations, data analytics, sustainability, emerging technologies, legal and ethical considerations, cybersecurity, mobile applications, and reputation management, the module equips students with vital insights into contemporary and future trends in digital hospitality.</p>		
Teaching Methodology	<p>The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies. All lecture material and additional information will be available through our Moodle platform.</p>		
Assessment	<p>Assessments will be a project assignment and an in-class quiz, with the final grade including semester attendance & participation.</p>		