

SPECIALIST PLACEMENT: LEADING STAFF DEVELOPMENT

BMGM6003
AUTUMN 2025



Prifysgol Cymru
Y Drindod Dewi Sant
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www.uwtsd.ac.uk

CROESO/WELCOME!

- Welcome to your first day!
- Moodle
- Support
- AI
- Library and Learning Resources
- Placement discussion
- Module Handbook and Assignments



ACCESSING INFORMATION ABOUT THIS MODULE



- Your module Moodle Page will include the teaching material that will be delivered by your lecturer.
- You will also find essential information to support you through the module.
- Log in and navigate to Moodle and download the Module Handbook.

Marketing Essentials (BMH4005)
Home / My modules / BMH4005

Module Information	Assessment	Results / Reworks	Week 1	Week 2	Week 3	Week 4	Week 5
MODULE INFORMATION	ASSESSMENT	RESULTS & REWORKS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Reading & Assessment Week	Week 7	Week 8	Week 9	Week 10	Week 11	Content Library	External Examiner / Module ...
WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	CONTENT LIBRARY	EXTERNAL EXAMINER / MODULE REVIEW

Leganto Reading Lists
Marketing Essentials BMH4005 (18 items)
Last updated about 6 months ago

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Module Feedback
Questionnaire

Microsoft
Jaime you are currently connected to Microsoft 365
My Deive
My Email
My Forms
My OneNote Notebook
My OneDrive
Microsoft Stream
Microsoft Teams
My Sways
Edit settings
Install Office
The course is not connected to any Microsoft services.

This section will give you information about the assignments that you will complete within the module.

It will also state the dates that they should be submitted and the content that is required.

Please ask if you don't understand.



Module Handbook and Support

- This is an important document, as it provides information about the module, assignments, assessment writing guidelines, resources and further information.
- It is important that when you contact anyone inside the University, to please use your [university email address](#), as this makes sure that we will be able to identify you properly, and you will have a prompt response.
- Please refer to the **Student Hub** for student related information
- Please ask questions if you don't understand or are unclear

ARTIFICIAL INTELLIGENCE (AI)

- **AI Guidance and Videos for Students 2025:** *Please see the link in Moodle and/or see in the Student Hub (search AI Guidance)*
- What is allowed (see assignment/s in Module Handbook)
- What isn't allowed (see assignment/s in Module Handbook)
- **You are to acknowledge your use of AI on each submission** *(please see AI Acknowledgment in Moodle).*
- **Remember that AI is not always reliable or correct**

Academic Misconduct Video



LIBRARY AND LEARNING RESOURCES/ ARTIFICIAL INTELLIGENCE (AI)

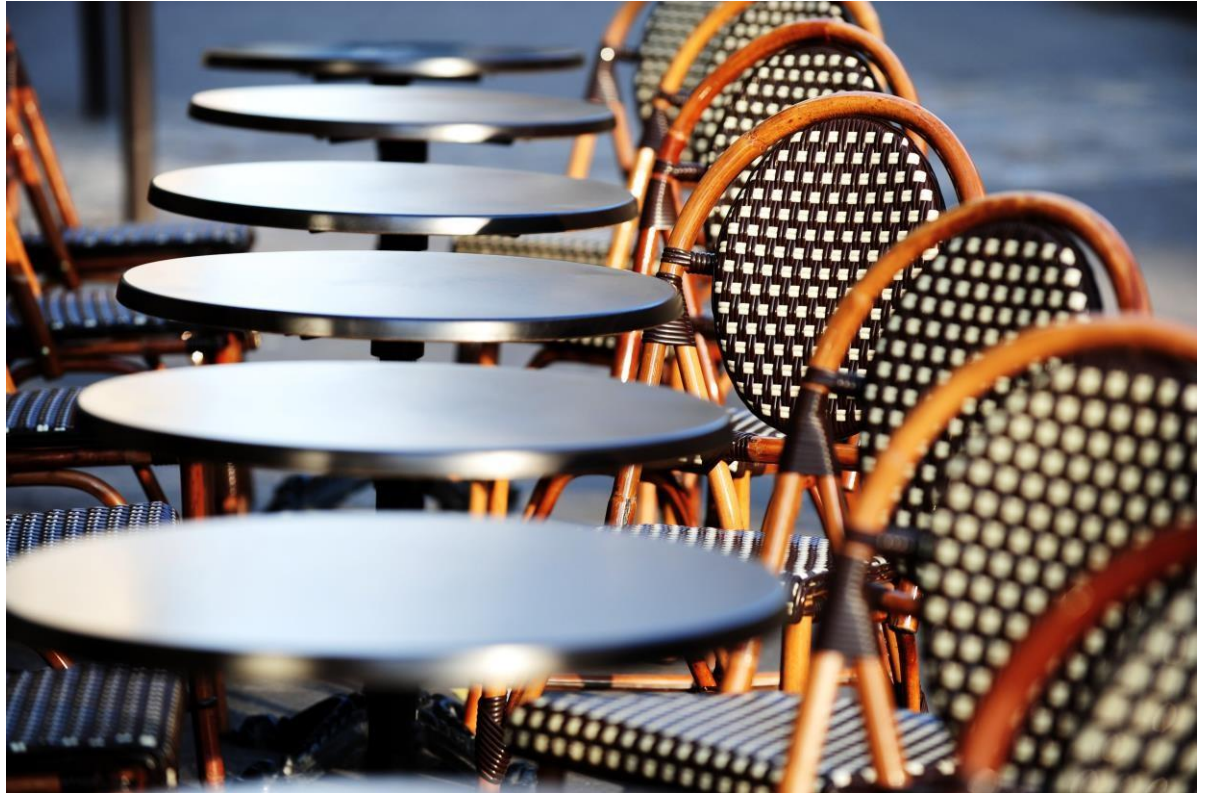
- **Library and Learning Resources:** Finding and Using Information and Referencing: [Course: Library Infoskills | Home](#) (*please see Online Infoskills link in Moodle*)
- Academic Misconduct Policy: Academic Integrity/Avoiding Plagiarism (please see in Moodle)
- Please always sign in with your University details
- **Remember that AI is not always reliable or correct**

WELSH SERVICES

Welsh information and services are available from the
Welsh Language Service Centre Team here at the
UWTSD

IMPORTANCE OF SPECIALIST PLACEMENT: LEADING STAFF DEVELOPMENT

- Discussion



IMPORTANCE OF YOUR PLACEMENT

- What is a placement?
- To learn
- To challenge you
- Links theory to practice
- Can lead to exciting opportunities
- Can lead to employment in highly regarded organisations

PLACEMENT LEARNING OUTCOMES

- To state your goals and aspirations for your placement at the beginning
- See Module Handbook in Moodle
- Placement form
- Placement induction (form)



PLACEMENTS

- 8 hours a week in placement for 8 weeks = 64 hours total (unpaid)
- To consider what you learned each week, what you enjoyed, what challenged you?
- Weekly meetings



ASSIGNMENTS: IN MODULE HANDBOOK

- Module Handbook
- Assignments re: discussion
- Assignment #1: Deliver a training session in placement (20 minutes)
- Assignment #2: Essay (2000 words) and Training support materials
- Drafts
- Due dates
- Penalties

PLACEMENT ACTIVITIES

1. Please take approximately 15 to 20 minutes to write about your professional **experiences** (work and academic), **aspirations**, specific **goals** you would like to achieve during your placement, **competitions** and any other relevant information you believe may be important to your placement).
2. When you have finished, we will have an informal discussion about your potential placement.

WHAT ARE RESTAURANT KPIs (Key Performance Indicators)?

- Restaurant KPIs or metrics are vital indicators that give insights into operational aspects.
- This includes financial data, such as sales, costs, profits, and operational details like table turnover rates and customer satisfaction scores.
- Understanding and monitoring these metrics is crucial for any restaurant aiming to improve its service, efficiency and overall profitability.

*[Restaurant KPIs: 23 top KPIs restaurants should track \(solink.com\)](https://solink.com/blog/restaurant-kpis-23-top-kpis-restaurants-should-track/)

EXAMPLES OF KPIs

- Sales per server (food and/or beverage)
- Gross profit per server
- Upselling/Cross-selling $(\text{Number of up-sold items} / \text{Total number of transactions}) \times 100$
- Order accuracy $(\text{Number of correct orders} / \text{Total number of orders}) \times 100$
- Table turnover rate $(\text{Number of parties served} / \text{Total number of tables})$
- Customer loyalty program sign-ups
- Customer satisfaction scores
- **DISCUSS HOW TO IMPROVE THESE...**

WHY REVIEW AND MONITOR KPIs?

- Discuss

MORE EXAMPLES OF KPIs

- Absenteeism rate
- Breakage and spillage rates
- Cleanliness and hygiene
- Compliance with health and safety standards
- Customer complaint rate
- Customer return rate
- Health code compliance incidents
- Staff punctuality
- **DISCUSS HOW TO IMPROVE THESE...**

TRAINING PROGRAMS

- Importance of training: discuss
- Identifying a specific training need in the business, with Management's agreement:
 - i)Operational
 - ii)Soft skills
- What is the standard?
- What is the specific skill/s to develop?
- What is the specific outcome?
- How will this be measured?

HOW WILL THE TRAINING BE DELIVERED?

- Discuss
- Learning styles
- Different approaches depending on the skill/s to be developed and the way the different employees learn, such as 1 to 1, theory/practice, videos, role playing etc.
- Using power point, resource book (online and/or hard copy)
- Measurement

References

- Dr. Helen Lee, Lecturer and HR Specialist at the UWTSO (2024), Teams discussion, Receiver: Antoinette Milne (04/09/2024).
- Knowles et al. (2020) *The Adult Learner*. 9th edn. London and New York: Routledge.
- Kolb, D. (1984) *Experiential Learning: Experience as the Source of Learning and Development*. Upper Saddle River: Prentice Hall.
- Solink (2024) *Restaurant KPIs: 23 top KPIs restaurants should track*. Available at: [https://Restaurant KPIs: 23 top KPIs restaurants should track \(solink.com\)/](https://Restaurant KPIs: 23 top KPIs restaurants should track (solink.com)/) (Accessed August 30, 2024).

