Diploma in Tourism and Hospitality Management (E-Learning)

Description

The Diploma in Tourism and Hospitality Management expose students to global tourism and hospitality practices, while providing them with a good understanding of recent trends and ethical issues that exist in the dynamic and fast-paced tourism industry. The programme combines with theoretical and practical training including essential leadership, management and professional training, necessary to gain entry-level management positions. All the essential knowledge and skills are embedded throughout the course

Training Strategies

There are 48 hours of classroom contact of which 18 hours will be guided learning for each module in this programme. In order to develop necessary skills and knowledge students are guided to frequent exercises that will tackle common questions, issues and challenges. About one-third to a half of the 3-hour sessions will be for lecture and the rest will be for guided exercises and classroom activities.

This class is designed around a series of classroom activities. Success in the course is dependent on 100% participation in class discussions and activities.

Qualification Entry Requirements

Academic

- AAC Diploma in Business Studies (Level 3) (or)
- AAC Cert IV in Business (or)
- AAC Specialist Diploma in Hospitality Management (or)
- Level 3 Diploma from any other PEIs in relevant field (or)
- GCE A-Level pass in any 1 subject (or)
- Any other equivalent qualification
- Applicants must be of age 17 and above

(Matured students aged 30 years and above with at least 8 years of work experience will be considered for admission.)

English Proficiency

IELTS 5.5 or AAC EFL (Level-5) or equivalent.

(Students without formal English qualifications will be given a placement test to determine their level of proficiency.)

Qualification Modules

#	Code	Module Name	Face to Face Contact Hours	Guided Learning hours	Independent learning hours	Assessment preparation hours
1	DTHM101	Principles of Management	30	18	40	40
2	DTHM102	Managing Service in Food & Beverage	30	18	40	40
3	DTHM103	Information Systems Management	30	18	40	40
4	DTHM104	Leisure Services Sales and Marketing	30	18	40	40
5	DTHM105	Introduction to Tourism & Hospitality	30	18	40	40
6	DTHM106	Business Communication	30	18	40	40
7	DTHM107	Human Resource Management	30	18	40	40
8	DTHM108	Accounting for Tourism & Hospitality Managers	30	18	40	40
9	DTHM109	Industrial Attachment* (6 Months)	-	-	1056	-
			240	**144**	**320**	**320**
		Total learning 1024 hours (Excluding Industrial Attachment)				

* The Industrial Attachment module, where applicable, constitutes an essential component of the academic program. Students bear full responsibility for securing an industrial attachment within their home country and must ensure compliance with all prevailing local workforce regulations. The College shall not be held liable for any instances of non-compliance with such regulations. If a student is unable to fulfil the Industrial Attachment module due to circumstances beyond the control of both the student and the College, such as the non-approval of a required work pass by the home country's government, the unavailability of internship placements or the lack of agreement between the company and the student, the student shall be required to complete a research-based project and submit a corresponding report. Successful completion of this alternative requirement shall be a prerequisite for graduation from the program.

Assessments

Code	Name of the module	Assessment 1	Assessment 2
DTHM 101	Principles of Management	50%	50%
DTHM 102	Managing Services in Food & Beverages	50%	50%
DTHM 103	Information Systems Management	50%	50%
DTHM 104	Leisure Services Sales and Marketing	50%	50%
DTHM 105	Introduction to Tourism & Hospitality	50%	50%
DTHM 106	Business Communication	50%	50%
DTHM 107	Human Resource Management	50%	50%
DTHM 108	Accounting for Tourism & Hospitality Managers	50%	50%
DTHM 109	Industrial Attachment**	100%	

** The grade for Industrial Attachment will be capped at Pass Grade 'P' upon successful completion.

DTHM 101 Principles of Management

Synopsis

This module has been developed to promote an understanding and describe the features and purposes and principles of management. It will introduce to the students the concepts of the key functions of management and its role in organizations and society. The practical issues encountered by today's managers will also be discussed. It will present a wide range of theories and practical applications related to effective management practices including management theories, planning, decision-making, organizing, leading, controlling and issues on international management.

Objectives

On successful completion of this subject, the students should be able to:

1. Identify the basic principles and functions of Management e.g. Planning, Organizing etc
2. Describe the benefits and objectives of the different levels in decision making processes for both private and public sector
3. Identify and understand the elements of span of management control theories
4. Evaluate the role of MIS (Management Information System) in an organization
5. Understand and appreciate the constraints of managing in a global environment
6. Understand and explain how business environment affects managerial thinking and decision making.

Contents

- Managers and Management
- The Management Environment
- Foundations of Planning
- Foundations of Decision Making
- Basic Organization Designs
- Staffing and Human Resource Management
- Managing Change, Stress and Innovation
- Foundations of Individual and Group Behavior
- Understanding Work Teams
- Motivating and Rewarding Employees
- Leadership and Trust
- Communication and Interpersonal Skills
- Foundations of Control

Essential Reading

Robbins and Decenzo (2009), *Fundamentals of Management*, 6th Edition, Prentice Hall Inc

Additional Reading

Robbins S.P. and Coulter M. (2009), *Management* , 9th edition, Publisher – Prentice Hall Inc

DTHM 102 Managing Service in Food & Beverage

Synopsis

This subject has been designed to provide a basis for understanding the various challenges and responsibilities involved in managing a food and beverage operation. Inherent challenges and various procedures would be revealed to participants to perform food and beverage operation successfully. This subject includes developing and implementing menu management, production and service, and design as well as an introduction to techniques of food and beverage cost control and food safety and control.

Objectives

On successful completion of this subject, the students should be able to:

1. Identify and discuss three basic types of commercial food service operations.
2. Identify and discuss three levels of management and describe the steps involved in the management process.
3. Explain the importance of nutrition and discuss current nutritional concerns.
4. Discuss menu planning principles, pricing styles, design considerations and the role of the menu as a marketing tool.
5. Summarise the advantage of standard recipes and explain how to determine standard food and beverage costs.
6. Understand the principles of product purchasing, receiving, storing, issuing and production planning.
7. Identify special considerations in serving alcoholic beverages.
8. Suggest computer applications for food and beverages operations and explain the value of a integrated food service computer system.

Contents

- Introduction to food and beverage management
- Commercial and noncommercial food service operations
- Trends affecting food service
- Managerial, production and service positions typical of the food industry
- Planning, organising, coordinating, controlling and evaluating
- Importance of good nutrition, basic nutrients and dietary concerns
- Menu planning, purchasing, storing, preparation, recipe development and menu design
- Menu pricing styles and methods
- Standard food and beverage costs
- Roles of purchasing, receiving, storing and issuing
- Major functions and principles of production planning
- Procedures for serving alcoholic beverages with care
- Revenue control for food and beverages serve
- Personal cleanliness, clean-up procedures and workplace safety
- Food and beverage equipment selection
- Technology and benefits – computer hardware and software

Essential Reading

Rande, Wallace L. (1996), *Introduction to Professional Foodservice*, John Wiley and Sons.
Payne-Palacio, J. and Theis, M. (2009), *Introduction to Foodservice*, 11th Edition, Prentice Hall.

Additional Reading

Ninemeier, J. D. 2004, *Management of Food and Beverage Operation*, John Wiley & Sons.

DTHM 103 Information Systems Management

Synopsis

Information Systems (IS) have become essential for creating competitive advantages and firms, managing global organizations and providing services to customers. This module provides an introduction to management information systems that students will find vital to their professional success. Some of the major topics covered includes the role of IS in a business, its challenges and issues and impact on the organization, trends in contemporary software and hardware, management of data resources, components and technologies of telecommunication networking, communications and internet access, systems security, knowledge management and decision-making, E-commerce and applications, development of an IS System, project management in IS projects and managing global IS systems.

Objectives

On successful completion of this subject, the students should be able to:

1. Understand Organizations, Management and the Networked Enterprise.
2. Understanding and identify the components in Information Systems, Organizations and Strategy.
3. Understand information technology infrastructure and emerging technologies.
4. Understand and achieving operational excellence and customer intimacy using IT technologies.
5. Realize the needs in building information systems and using project management in establishing the business value of systems and managing change.

Contents

- Information Systems in Global Business Today
- How Business Use Information Technology
- Information Systems, Organizations, and Strategy
- Ethical and Social Issues in Information Systems
- IT Infrastructure and Emerging Technologies
- Databases and Information Management
- Telecommunications, the Internet and Wireless Technology
- Securing Information Systems
- E-Commerce: Digital Markets, Digital Goods
- Managing Knowledge and Collaboration
- Building Information Systems
- Managing Projects
- Managing Global Systems

Essential Reading

Jane P. Laudon, Kenneth C. Laudon, *Management Information Systems*, 10th Edition – Pearson Higher Education

Additional Reading

Carol V. Brown, Daniel W. DeHayes, Jeffrey A. Hoffer, E. Wainright Martin and William C. Perkins, *Managing Information Technology*, 6th Edition – Pearson Higher Education

DTHM 104 Leisure Services Sales and Marketing

Synopsis

Marketing is not a function that is only carried out by the marketing department, but rather a way of doing business or business philosophy. In today's highly competitive leisure market, it is critical to have an understanding of marketing and sales. The module takes on a practical approach for effectively marketing the leisure and hospitality industry. Major topics covered includes service characteristics of a hospitality product, role of marketing in strategic planning, marketing research, buyer behavior, market segmentation, product, pricing, distribution and promotions, destination marketing and development of a marketing plan.

Objectives

On successful completion of this subject, the students should be able to:

1. Understanding the marketing concept by understanding the relationship between customer value and satisfaction, the concept of the lifetime value of a customer, role of marketing in strategic planning, the marketing process and service characteristics of hospitality marketing.
2. Understand and apply the concepts of consumer markets, consumer buying behavior and business buyer behavior.
3. Understand and apply the concepts of Market Segmentation, Targeting and Positioning.
4. Understand and apply the Hospitality and Tourism marketing mix including managing the product and services, pricing the product, distribution channels, direct and online marketing and promoting products and services and integrated promotion and marketing communication strategy.
5. Understand the concepts of Destination Marketing.

Contents

- Introduction: Marketing for hospitality and tourism
- Service Characteristics of Hospitality and Tourism Marketing
- The role of Marketing in Strategic Planning
- The Marketing environment
- Marketing Information Systems and Marketing research
- Consumer markets and consumer buying behavior
- Organizational buyer behavior and group market
- Market Segmentation, Targeting, and Positioning
- Designing and managing products
- Internal Marketing
- Pricing products: pricing considerations, approaches, and strategy
- Distribution channels
- Direct and online marketing
- Promoting Products: communication, promotion policy and advertising and sales force
- Destination marketing

Essential Reading

Philip Kotler, John T. Bowen and James C. Makens (2010), *Marketing for hospitality and Tourism*, 5th edition, Pearson Higher Education.

Additional Reading

Philip Kotler, Gary Armstrong, (2007), *Principles of Marketing*, 12th edition, Pearson Higher Education.

DTHM 105 Introduction to Tourism & Hospitality

Synopsis

This module makes it possible for students to see how the tourism industry has developed and to contextualize the current issues and challenges that Tourism is facing today. It places emphasis on the practical operational aspects of the industry and is well-suited for students who intend to one day work in Tourism. Topics include defining and analyzing tourism and its impact, structure and organization of the industry, tourist destinations, visitor attractions, business tourism, hospitality sectors, tourist operators, visitors management, tour operators and distribution of tourism products and services.

Objectives

On successful completion of this subject, the students should be able to:

1. Understand the characteristics of the tourism product and a successful destination.
2. Understand the history and development of tourism and changes in destination trends.
3. Understand the demand for tourism, segmentation of the travel market and the decision-making process of tourists.
4. Understand the economic, socio-cultural and environmental impact of tourism and the concept of sustainable tourism.
5. Understand the structure and organization of the travel and tourism industry, trends and issues in destinations and attractions, business tourism and the hospitality sectors.
6. Understand the issues in tourist's access to destinations by air, sea and land and the management of visitors.
7. Understand the role and structure of the government's involvement in tourism.
8. Understand the tour operator's position in the value chain of the tourism industry and its operations, distribution channels and partners.

Contents

- An introduction to tourism
- The development and growth of tourism
- The era of popular tourism
- The demand for tourism
- The economic, socio-cultural and environmental impact of tourism
- The structure and organization of the travel and tourism industry
- Tourist destinations
- Tourist attractions
- The Hospitality sectors
- Tourists transport by air, water and land
- The management of visitors
- The structure and role of public sector in tourism
- Tour operating
- Selling and distribution of tourism products
- Ancilliary tourism services

Essential Reading

Chris Holloway, R. Davidson, Claire Humphreys (2009), *The Business of Tourism*, 8th Edition – Financial Times Press

Additional Reading

Roy A. Cook, Laura J. Yale, Joseph J. Marqua (2010), *Tourism : The Business of Travel*, 4th Edition, Pearson Higher Education

DTHM 106 Business Communication

Synopsis

This module has been developed to promote an understanding of key concepts of business communication as it applies to today's organizations. Students will be exposed to the different frameworks of studying and understanding foundation of business communication and apply three-step writing process for crafting brief message for reporting and oral presentation.

Objectives

On successful completion of this subject, the students should be able to:

1. Understand and explain the foundation of business communication
2. Demonstrate and understanding the three-step writing process
3. Outline and apply crafting brief message in business communication
4. Provide solutions by preparing formal and informal reports and oral
5. Demonstrate and understand the writing skills required in seeking employment and communication skills in interviewing for jobs

Contents

- Achieving Success Through Effective Business Communication
- Communicating in Teams and Mastering Listening and Nonverbal Communication Skills
- Communicating in a World of Diversity
- Planning business messages
- Writing business messages
- Completing Business Messages
- Crafting messages for Electronic Media
- Writing routine and positive business messages
- Writing negative messages
- Writing persuasive messages
- Planning reports and proposals
- Writing reports and proposals
- Completing reports and proposals
- Developing oral presentations
- Building careers and writing resumes
- Applying and interviewing for employment

Essential Reading

John V Thill and Courtland L Bovee, (2008) , *Excellence in Business Communication*, Eighth Edition, Pearson International Edition.

Additional Reading

Kitty O.Locker, Stephen Kyo Kaczmarek; (2004) Business Communication Building critical Skills, Second Edition, Mc Graw Hill / Irwin

DTHM 107 Human Resource Management

Synopsis

This subject attempt to help students gain a comprehensive introduction to human resource management from a uniquely Asian perspective and focuses on practical applications that all executives and managers need to deal with their HR-related responsibilities. It provides an overview of the role and function of human resource management in modern organisations. Topics include human resource planning and functions; job analysis, recruitment and selection, compensation, benefits and rewards, training and development, performance appraisal; career management; employee relations, safety and health issues and international human resources management issues.

Objectives

On successful completion of this subject, the students should be able to:

1. Understand the concepts of human resource management and concepts of Strategic HRM and HR Score card.
2. Understand and apply the concepts of HR Planning, employee recruitment and testing, selection and interviewing of candidates.
3. Understand concepts of training and developing employees, including performance management and appraisal and careers management.
4. Understand concepts of compensation include establishing pay plans for performance and financial incentives, benefits and services
5. Understand employee relations include ethics, justice, and fair treatment in HR Management.
6. Understand employment relationship and collective bargaining employee safety and health and managing human resources in the global context.

Contents

- Introduction to human resource management
- Equal opportunity, Strategic HRM and the HR Score Card
- Job analysis
- HR planning and recruiting
- Employee testing and selection
- Interviewing candidates
- Training and developing employees
- Performance management and appraisal
- Managing careers
- Establishing pay plans
- Pay for performance and financial incentives
- Benefits and services
- Ethics, justice, and fair treatment in HR Management
- Employment relationship and collective bargaining
- Employee safety and health
- Managing global human resource

Essential Reading

Gary Dessler, Tan Chwee Huat (2009), *Human Resource Management*: An Asian Perspective, 2nd Edition, Prentice Hall.

Additional Reading

R. Wayne Mondy (2009), *Human Resource Management*- International Edition, 2nd edition, Prentice Hall.

DTHM 108 Accounting for Tourism & Hospitality Managers

Synopsis

This subject covers the preparation of financial statements and use of accounting and financial information for management and planning. Topics include principles and purposes of accounting, elements of accounting and costing, project budgeting and cost control. Students will understand the concepts of measuring and reporting financial position and performance and the use of accounting information for planning and control and decision-making. Topics include relevant costing, performance and investment evaluation, working capital management and budgetary control.

Objectives

On successful completion of this subject, the students should be able to:

1. Understand the measuring & reporting financial position and performance
2. Understand and apply accounting for the limited companies
3. Understand the costing and analysis techniques for decision making, budgeting and controlling of the accounts.
4. Understand and apply the concepts of financial management for capital investment decision-making.
5. Understand and apply the concept of working capital management.

Contents

- Introduction to accounting and finance
- Measuring and reporting financial position
- Measuring and reporting financial performance
- Accounting for limited companies
- Measuring and reporting cash flows
- Analyzing and interpreting financial statements
- Relevant costs for decision making
- Cost-volume-profit analysis
- Full costing
- Managing in a competitive environment
- Budgeting
- Accounting for control
- Making capital investment decisions
- Managing working capital and financing a business

Essential Reading

Eddie McLaney & Peter Atrill (2010), *Accounting – An Introduction*, 4th edition, Financial Times Press.

Additional Reading

John Dyson (2007), *Accounting for Non -Accounting Students*, 7th Edition, Pearson.

DTHM 109 Industrial Attachment

Synopsis

This module is created to ensure that students meet the 24-weeks industrial attachment proposed to be part of the Diploma in Tourism and Hospitality Management for graduation. The industrial attachment provides the student with the opportunity to apply the concepts and principles gained in the diploma programme. Students will undertake an internship programme with hotels, resorts, airlines or any other related tourism/hospitality businesses as related to their interest or area of specialization.

Objectives

Upon completion of this module, it is expected that students will be:

Apply academic knowledge in a professional setting

The primary goal of an internship is to provide the student with the opportunity to apply knowledge gained in the classroom to solve practical real-world problems in a professional setting.

Develop professionally relevant competencies and relationships in a professional setting

The student works together with the site supervisor and faculty instructor to develop a learning agreement. The learning agreement specifies how the student plans to sharpen and develop new knowledge, skills, and abilities necessary to serve effectively in a professional setting. Relationships with the site supervisor and other professionals add to the student's professional network.

Gain exposure to a professional field and an understanding of professional etiquette

The student is able to learn from observing the professional behavior of the site supervisor and other employees at the site, as well as through interaction with customers or clients. The student also practices proper business etiquette while fulfilling his or her internship responsibilities.

Observe and begin to understand a professional organizational culture

The student begins to understand the dynamics of an organization's culture through observing and reflecting on how decisions are made, how work is structured, how power is shared, how colleagues interact, how an organization's mission/vision are implemented, and to what degree accountability and feedback are present in the organization.

Evaluate one's own performance in light of one's expressed goals and learning outcomes

Self-directed learning is one component of the learning agreement or learning plan each student completes at the beginning of the semester. The student sets goals for what he or she would like to learn and will measure progress against those goals. The intern should be able

to assess to what degree he or she was able to meet the expressed goals and learning outcomes and identify new areas for growth.

Compare and contrast one's self-perception to the professional perception of the site supervisor

The internship provides an opportunity for the student to receive professional feedback through ongoing individual meetings with the supervisor and an evaluation at the end of the internship experience. These opportunities provide objective feedback to help the student examine him or herself from another vantage point. The student is then able to reflect critically on the comparisons and differences in perception of the intern's work.

Clarify one's calling through reflection on the internship experience

The internship experience allows the student to put his or her gifts to practical use in preparation for a life of leadership and service in a global society. The student is able to reflect on the internship experience and make connections between what the student understands about his or her giftedness, and the needs of the profession the student is exploring through the internship experience.

Critically evaluate the internship experience as an exemplar for the field

The student is able to evaluate critically to what extent the internship experience reflects the broad range of experiences available in the professional field(s) most relevant to the internship (skills / knowledge required to perform assigned tasks, customer base, workplace culture, size of the organization, scope of services/product offerings, etc.). The student is able to differentiate one's skills, personality and gifts in relation to the expectations and demands of the internship role and environment.

Learning Content

At the end of the internship programme, students should have a good understanding and appreciation of the following areas, depending on their chosen specialization or function assigned by the hospitality or tourism-related organisation:

1. **Front Office**
- Understand the front office function and its operations.
- Understand the functions and processes from room reservations to room management.
- Appreciate the importance of creating positive impression upon guests.

2. **Housekeeping**
- Understand the housekeeping function and its operations.
- Identify and manage room resources and assets.
- Appreciate the technical skills involved and work processes of the operations of the housekeeping department.

3. **Food and Beverage**
- Understand the food and beverage function and its operations.
- Understand the areas of menu planning, purchasing, food production and equipment handling, food safety and cost management.

- Appreciate the importance of service quality and management of guests.

4. Sales and Marketing

- Understand the sales and marketing functions and its operations
- Develop skills in the marketing of rooms, hotels, conventions, events, destinations and food and beverages etc.

Assessment Methods

#	Module Name	Demonstration	Practical	Activities	Observation	Role play	Case study/Scenario	Questions and Answers	Project/Report	Presentation,	Portfolio/Journal	Online
1	Principles of Management			✓		✓	✓	✓	✓	✓		
2	Managing Services in Food & Beverages	✓	✓	✓	✓	✓		✓	✓	✓		
3	Information Systems Management						✓	✓	✓	✓		
4	Leisure Services Sales and Marketing	✓	✓	✓	✓		✓	✓	✓	✓		
5	Introduction to Tourism & Hospitality			✓	✓		✓	✓	✓	✓		
6	Business Communication	✓	✓	✓		✓	✓	✓	✓	✓		
7	Human Resource Management	✓	✓	✓		✓	✓	✓	✓			✓
8	Accounting for Tourism & Hospitality Managers	✓	✓	✓			✓	✓	✓	✓	✓	
9	Industrial Attachment								✓		✓	

The assessment objectives tested in these modules are broadly categorised in the following hierarchical order:

1. **Knowledge:** Exhibit memory of previously learned materials by recalling facts, terms, basic concepts and answers
2. **Comprehension:** Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas
3. **Application:** Using new knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way
4. **Analysis:** Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations

5. **Evaluation:** Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria

Specification Grid

The relationship between the assessment objectives and components of the scheme of assessment is as follows

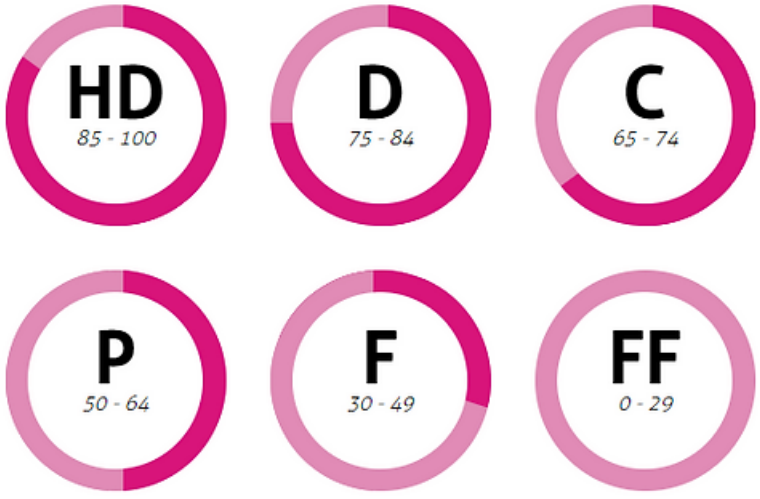
Knowledge	Comprehension	Application	Analysis	Evaluation
20%	20%	20%	30%	10%

The assessment objectives are weighted to give an indication of their relative importance.

They are not intended to provide a precise statement of the number of marks in particular skills.

Marks and Grades

The infographic below shows the academic grading of this course with the breakdown of marks.



Graduation Requirement:

In order to be awarded the Diploma in Tourism and Hospitality Management, a student must obtain at least a Pass Grade in all the modules within the eligibility period of 2 years from the original completion date.

Certificate will be awarded by Academies Australasia College.