

## **Advanced Diploma in Tourism and Hospitality Management (E-Learning)**

### **Description**

The Tourism and Hospitality industry is an ideal career pathway for students who are people friendly, dynamic, creative, innovative and relish an exciting lifestyle. They love to help people, explore different cultures, provide solutions, organised and possess an international standpoint. The Advanced Diploma In Tourism and Hospitality Management educates students about the principles, social etiquette, concepts, phrases, expressions, sentence structures and the vocabulary needed for the hospitality industry. At the end of this programme, students are equipped with knowledge about hotel management and administration, marketing, human resource and public relations.

### **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.

**Duration:** 9-12 Months

### **Qualification Entry Requirements**

#### **Academic**

- AAC Diploma in Tourism and Hospitality Management or
- Any other relevant level 4 Diploma

#### **English Proficiency**

- AAC Diploma in Tourism and Hospitality Management or IELTS 5.5 or AAC EFL Level 5 or equivalent.

Students without formal English qualification will be given a placement test to determine the level of proficiency.

## Qualification Modules

Part Time

#	Code	Module Name	Face to Face Contact Hours	Guided Learning hours	Independent learning hours	Assessment preparation hours
1	ADTHM201	Organisation Behaviour towards Service Industries	20	18	50	40
2	ADTHM202	Financial Management	20	18	50	40
3	ADTHM203	Resort and Hotel Management	20	18	50	40
4	ADTHM204	Economics	20	18	50	40
5	ADTHM205	BTMICE	20	18	50	40
6	ADTHM206	Business Etiquette & Service Excellence	20	18	50	40
7	ADTHM207	Retail Management	20	18	50	40
8	ADTHM208	Research Methods	20	18	50	40
9	ADTHM209	Industrial Attachment*	-	-	1056	-
			<b>160</b>	<b>144</b>	<b>320</b>	<b>320</b>
<b>Total learning 1024 hours (Excluding Industrial Attachment)</b>						

## Assessments

Code	Name of the module	Assessment 1	Assessment 2
ADTHM 201	Organisation Behaviour towards Service Industries	50%	50%

ADTHM 202	Financial Management	50%	50%
ADTHM 203	Resort and Hotel Management	50%	50%
ADTHM 204	Economics	50%	50%
ADTHM 205	Business Travel & Meetings, Incentives, Conventions Exhibitions – BTMICE	50%	50%
ADTHM 206	Business Etiquette and Service Excellence	50%	50%
ADTHM 207	Retail Management	50%	50%
ADTHM 208	Research Methods	50%	50%
ADTHM 209	Industrial Attachment**	100%	

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

### **Graduation Requirement:**

In order to be awarded the Advanced Diploma in Tourism and Hospitality Management (E-Learning), 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.

## **Module Descriptions**

### **ADTHM-201 Organisation Behaviour towards Service Industries**

#### **Synopsis**

This subject aims to provide students with an insight into the key determinants of individual and group behaviour in an organisation. Students would learn to assess the underlying values of these theories and how to apply them to improve personal, interpersonal and group interaction skills with internal and external stakeholders. Managing organisation behaviour is critical as it will determine the cohesiveness of an organisation which translates into organizational values. Some of the major topics include personality, individual perception and decision-making, group dynamics and decision - making, motivation, leadership, interpersonal and conflict management skills.

#### **Objectives**

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

1. Understand organisational behaviour theories and concepts.
2. Gain a foundation for understanding, predicting and influencing individual and group behaviour at work.
3. Apply established and innovative techniques to better manage their people resource both individually and in teams.
4. Discuss organisation change including changing of organisation culture.
5. Apply motivation theories to motivate staff to work efficiently and effectively.

#### **Contents**

- Relevance of organisational behaviour to management
- Individual differences and behaviour
- Motivation, Perception and its applications to the workplace
- Individual decision – making processes
- Groups, Group behavior and Group decision-making processes
- Understanding work teams
- Leadership, power and conflict management.
- Changing organisation structure
- Creating organisational change and culture
- Human resources policies and practices.

#### **Essential Reading**

Robbins, S. P. and Judge, T.A. 2017, *Organisational Behaviour*, 17<sup>th</sup> Edition, Pearson Education.

#### **Additional Reading**

Berger. F, & Brownell. J, (2009), *Organisation Behaviour for the Hospitality Industry*, Pearson Education

## **ADTHM – 202 Financial Management**

### **Synopsis**

This module has been developed to promote an understanding and describe the features and purposes of business finance, appreciate and understand the concepts of the finance function, sources of short and long-term financing, investment appraisal, cost of capital and capital structure, dividend policy and risk management.

### **Objectives**

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

1. Explain the purpose of a business organization with its activities and decision making using corporate finance.
2. Understand capital market efficiency with ration analysis.
3. Identify and understanding the short-term and long-term finance.
4. Understand investment appraisal methods, application and risk.
5. Understand portfolio theory and capital structure, mergers, takeovers and dividend policy
6. Understand and handle risk management in international investment decisions.

### **Contents**

- The Finance function
- Capital markets, market efficiency and ratio analysis
- Short term finance: the management of working capital management
- Long term finance: debt finance, hybrid finance and leasing
- An overview of investment appraisal methods
- Investment appraisal: applications and risk
- Portfolio theory and the capital asset pricing model
- The cost of capital and capital structure
- The Dividend policy
- Mergers and takeovers
- Risk management
- International investment decisions

### **Essential Reading**

Chartfield, R. E & Dalbor, M.C (2005), Hospitality Financial Management, Pearson Education.

### **Additional Reading**

Andrew, W.P, Daminto, J.W & Schmidgall, R.S (2007), Financial Management for Hospitaity Indusry, Pearson Education.

## **ADTHM-203 Resort and Hotel Management**

### **Synopsis**

This module examines resort management and operations in the context of its relationship between the natural resource base recreational facilities developed from this base. It provides an introduction to the main operations and facilities of resorts and hotels. The coverage of topics include accommodation, restaurants, beverages, recreation facilities like the theme parks, clubs, gaming, meetings and conventions and events management. The module also exposes students to the important managerial functions within the hospitality industry.

### **Objectives**

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

1. Describe the characteristics of the Hospitality industry and discuss the importance of service in Hospitality industry.
2. Describe the economic and socio-cultural impact of tourism and ecotourism.
3. Describe hotel ownership and development via franchising and management contracts and classify them by location, type and price.
4. Outline the main functions of the rooms division, reservations, guest services and food and beverage departments, restaurants business and its operations and identify trends and issues in leisure and recreation food services.
5. Describe and understand the operations and issues of recreation clubs and gaming entertainment.
6. Describe and explain the different type of meetings, conventions, expositions and know the different players in the MICE industry, and outline the skills and abilities required for events management.
7. Describe and understand the key management functions and its importance and the key elements of the organization structure and control systems within the hospitality industry

### **Contents**

- The Hospitality Industry and Tourism
- Lodging, Rooms and Food and Beverage operations.
- Restaurants, Managed Services and Beverages
- Recreation, Theme parks, Clubs and Gaming Entertainment
- Meetings, Conventions and Expositions and Events Management
- Managerial Areas of the Hospitality Industry : Leadership, Planning, Organising, Decision-making, Human Resources and Control

### **Essential Reading**

Walker, J.R. & Walker, J.T (2013), *Introduction to Hospitality Management*, 4<sup>th</sup> Edition, Pearson Higher Education.

### **Additional Reading**

Gray, W.S & Liguori, S. C (2003), *Hotel and Motel Management and Operations*, 4<sup>th</sup> Edition, Pearson Education.

## **ADTHM-204 Economics**

### **Synopsis**

This module provides an introduction to economic concepts and theories in an applied context. Understanding economic terminology and being able to use economic principles, concepts and tools can assist executives and managers to make more effective decisions. Some of the major topics covered includes demand and supply analysis, elasticity concepts, production and cost analysis in the short and long run, market structure and pricing strategies, analysis of macroeconomic activities, aggregate demand and supply in the macro economy, government fiscal and monetary policies and international issues in the macro economy.

### **Objectives**

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

1. Understand the relevance of Economics to managers and concepts of Demand and Supply, Equilibrium prices and applications of demand elasticities.
2. Understand the concepts of production and cost function and their applications in the short run and long run.
3. Understand and apply the concepts of perfect competition and market imperfections and their pricing strategies.
4. Understand and analyse the components of the macro economy using analytical model such as the AD-AS model.
5. Understand the role of money and the related issues in the macro economy.

### **Contents**

- Managers and Economics
- Demand, Supply and Equilibrium Prices
- Demand elasticities
- Production and Cost analysis in the short run
- Production and Cost analysis in the long run
- Market Structure : Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly
- Pricing strategies for the firm
- Measuring economic activities
- Spending by Individuals, Firms and Government on Real Goods and Services
- The role of Money in the Macro Economy
- The Aggregate Model of the Macro Economy
- International and balance of payments issues in the Macro Economy

### **Essential Reading**

Reece S. Williams (2010), *The Economics of Tourism*, Pearson Higher Education.

### **Additional Reading**

Farnham, G.P (2014), *Economics for Managers*, 3<sup>rd</sup> Edition, Pearson Education.

## **ADTHM-205 BTMICE (Business Travel, Meetings, Incentives, Conventions, Exhibitions)**

### **Synopsis**

This subject introduces students to MICE as an integral part of the wider tourism industry. It will provide students with an overview of MICE on areas such as types of MICE, environmental factors, scope and skills requirements, planning and organising, venues and technology. The subject will also review the development of this sector and the growing importance of MICE to the tourism industry in the Asia Pacific Region and Worldwide.

### **Objectives**

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

1. Explain the importance of meeting, convention and exhibition business.
2. Explain the principles of event management.
3. Apply the concepts of planning, organising and conducting meetings in the hotel industry.
4. List the reasons to communicate and build trust for productive meetings within various departments in the hotel.

### **Contents**

- Overview of meetings, incentives, conventions and exhibitions
- Importance of meetings, incentives, conventions and exhibitions business
- Meetings, Expositions, Events and Conventions (MEEC) Organisers and Sponsors
- Planning and producing MEEC
- Meeting and Conventions Venues
- Trade Shows and Exhibitions
- Service Contractors and Destination Management Companies
- Food and Beverage
- Legal and Technology issues
- Changes affecting the MEEC industry
- International issues affecting MEEC.

### **Essential Reading**

Fenich, G. G. (2016) *Meetings, Expositions, Events and Conventions - An Introduction to the Industry*, 4<sup>th</sup> Edition, Pearson Education.

### **Additional Reading**

Wagen, L.V.D & Carlos, B.R (2005), *Event Management*, Pearson Education



## **ADTHM-206 Business Etiquette and Service Excellence**

### **Synopsis**

Business etiquette is important to portray a professional image of the organisation. The first part of this subject will provide students with the concept of business etiquette and learn how to apply business etiquette rules in different business scenarios. Student will learn the etiquette requirements from dressing, meeting, entertaining to handling ethical dilemmas and personal issues at work. This part also addresses etiquette challenges when doing business in a multi-cultural environment. Customer service is a cornerstone of any business in today's customer-driven market. The second part of this subject will look at the value of customer service and how to implement customer-focus service strategy in an organisation. It focuses on the need to develop pro-active approaches to service quality issues.

### **Objectives**

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

1. Understand current business etiquette issues.
2. Demonstrate knowledge of proper appearance and personal grooming.
3. Handle ethical dilemmas and personal issues at work.
4. Demonstrate proper entertaining etiquette.
5. Understand the term quality, service and customer care.
6. Describe the attributes of professionalism and demonstrate the steps involved in the meeting and parting pleasantries.
7. Explain the value and benefits of satisfied guests and describe the methods to ensure high quality service.
8. Describe the profile of positive staff and service attributes and explain the purposes of empowerment.
9. Work within a workgroup to meet customers' requirements.

### **Contents**

- Introduction to business etiquette and service excellence
- Dressing to achieve success in the corporate world
- Personal grooming e.g. hair care, facial care, dental health and body hygiene
- Casino frontline staff grooming standards.
- Public manners and meeting people
- Dining etiquette
- Introduction to Emotional Intelligence (EQ)
- Managing cultural differences
- Understanding customer care
- Service etiquette
- Etiquette for casino frontline service providers.
- Understanding quality service
- Handling service breakdowns
- The service promise
- Profile of quality service providers
- Introduction to Total Quality Management (TQM)

### **Essential Reading**

Cook, R.A & Cook, G.O (2011), Guide to Business Etiquette, 2<sup>nd</sup> Edition, Pearson Education.

### **Additional Reading**

Kandampully, J., Mok, C. and Sparks, B. A. 2001, *Service Quality Management in Hospitality, Tourism and Leisure*, Haworth Press.

Kettner, P.M (2014), Excellence in Human Service Organisation Management, 2<sup>nd</sup> Edition, Pearson Education

## **ADTHM-207 Retail Management**

### **Synopsis**

This module has been developed to provide an overview and promote an understanding of the retailing industry by capturing the exciting, challenging and rewarding opportunities facing both retailers and firms that sell their products and services to retailers. It gives a good introduction to the strategic and operational issues facing the retail industry. Some of the major topics of the module include multi-channel retailing and customer buying behavior, retail market strategy and customer relationship management, human resource and supply chain management in retailing, merchandise management, retail communication mix and store management.

### **Objectives**

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

1. Understand the different types of retailers, the rationale of multi-channel retailing and its issues, the customer buying process, explain and apply the concepts of customer buying behaviour in retailing.
2. Describe, explain and apply the concepts of retailing strategy involving retail locations and site location, human resource management, information systems, supply chain management and customer relationship management.
3. Discuss, explain and understand the importance of merchandise management through managing merchandise assortment, merchandising planning systems, merchandise buying, retail pricing issues and retail communication mix.
4. Discuss, explain and understand the importance of store management and related concepts in store layout, visual merchandising and customer service.

### **Contents**

- Introduction to the world of Retailing
- Types of Retailers
- Multi-Channel Retailing
- Customer Buying Behaviour
- Retail Market Strategy
- Retail Locations and Retail Site location
- Human Resource Management in Retailing
- Information Systems and Supply Chain Management
- Customer Relationship Management
- Managing Merchandise Assortment and Merchandise Planning Systems
- Buying Merchandise Retail Pricing
- Retail Communication Mix
- Managing the Store
- Store Layout, Design and Visual Merchandising
- Customer Service

### **Essential Reading**

Levy. M, Barton. W & Grewal. D (2014), Retailing Management, 9<sup>th</sup> Edition - McGraw-Hill Irwin

### **Additional Reading:**

Barry Berman, Joel R. Evans (2013), Retailing Management, 12<sup>th</sup> Edition – Pearson International Edition

## **ADTHM-208 Research Methods**

### **Synopsis**

This research subject provides students with a basic understanding of the research process and with the relevant skills necessary to produce a research report on their particular research areas. In particular, this module promotes the understanding of the business research process, literature review, use of secondary and primary data, describe and discuss and identify the various research quantitative and qualitative methods for data collection, research design and ethics, data collection tools, implementation and interpretation of data and analysis and effective communication of the research results and findings.

### **Objectives**

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

1. Understand the nature of business and management research with its structure formulating and clarifying the research.
2. Students are exposed to critically reviewing the literature and understanding research philosophies and approaches. The student will understand the concepts of research design, negotiating the access and research ethics.
3. Understand selecting samples using secondary data and collecting primary data through observation.
4. Student are exposed to collecting primary data using semi-structured, in-depth and group interviews and using questionnaires.
5. Analysing quantitative data and qualitative data and writing and presenting your project report.

### **Contents**

- The nature of business and management research and structure
- Formulating and clarifying the research topic
- Critically reviewing the literature
- Understanding research philosophies and approaches
- Formulating the research design
- Negotiating access and research ethics
- Selecting samples
- Using secondary data
- Collecting primary data through observation
- Collecting primary data using semi-structured, in-depth and group interviews
- Collecting primary data using questionnaires
- Analyzing quantitative data
- Analyzing qualitative data
- Writing and presenting your project report

### **Essential Reading**

Mark N.K. Saunders, Adrian Thornhill, Philip Lewis, (2009), *Research Methods for Business Students*, 5th Edition, Pearson.

### **Additional Reading**

Pervez Ghauri, Kjell Gronhaug, (2010), *Research Methods in Business Studies, A Practical Guide*, 4<sup>th</sup> Edition, Pearson.

## **ADTHM-209 Industrial Attachment**

### **Synopsis**

This module is created to ensure that students meet the 24-weeks industrial attachment proposed to be part of the Advanced 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 Advanced 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, work place 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**

- Apply concepts learned and prepare for guest arrival.
- Able to carry out the Check-in procedure at Front Office.
- Ensure smooth Check-out process is carried out.
- Appreciate the importance of Front Office reports and records.

### **2. Housekeeping**

- Understand the procedures for setting up equipment and trolley for daily housekeeping operations.
- Practice the steps in accessing rooms for servicing.
- Apply the technical skills involved in Making bed / room.

### **3. Food and Beverage**

- Ensure Restaurant is prepared for service.
- Advise guests on Food and Beverage choices.
- Ensure meals are served according to the procedures practiced at the outlet.
- Apply the concepts learned while serving and clearing alcohol beverages.
- Appreciate the importance in ability to work as a team.

### Assessment Methods

#	Module Name	Demonstration	Practical	Activities	Observation	Role play	Case study/Scenario	Questions and Answers	Project/Report	Presentation,	Portfolio/Journal	Online
1	Organisation Behaviour towards Service Industries			✓		✓	✓	✓	✓	✓		✓
2	Financial Management	✓		✓				✓	✓			✓
3	Resort and Hotel Management	✓		✓	✓		✓	✓	✓	✓		✓
4	Economics	✓	✓	✓	✓			✓	✓	✓		✓
5	BTMICE	✓		✓	✓		✓	✓	✓			✓
6	Business Etiquette & Service Excellence	✓	✓	✓			✓	✓	✓	✓		✓
7	Retail Management	✓	✓	✓		✓	✓	✓	✓		✓	✓
8	Research Methods		✓	✓			✓	✓	✓	✓	✓	✓
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
6. **Synthesis:** Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions

### Specification Grid

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

Knowledge	Comprehension	Application	Analysis	Evaluation	Synthesis
10%	20%	20%	20%	20%	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.