

Specialist Diploma in Hospitality Management

Description

The Specialist Diploma in Hospitality Management (SDHM) course allows students to acquire knowledge in key subject areas that will prepare them to take advantage of the diverse opportunities in the rapidly growing sectors of tourism, hospitality and related businesses. It will also provide students with the knowledge and understanding of the various activities within the tourism and hospitality industries. Students will study and develop skills related to front office operations, restaurant management, facilities management including housekeeping, customer service and communications in the English language.

Training Strategies

There are 45 hours of classroom contact 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 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

- GCE O-level pass in any 1 subject (Grades 1-7) (or)
- 10 years of formal education (or)
- Any other equivalent qualification
- Applicants must be of age 16 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 5.0 or Equivalent or
- AAC EFL (Level-4) or
- Successful completion of AAC English Language Proficiency Test

Qualification Modules

#	Code	Module Name	Face-to-Face Contact Hours	Independent Learning Hours	Assessment Preparation Hours
1	FTHM01	Tourism & Hospitality English	45	40	40
2	FTHM02	Service Quality	45	40	40
3	FTHM03	Basic Restaurant Operations	45	40	40
4	FTHM04	Fundamentals of Front Office Operations	45	40	40
5	FTHM05	Hospitality Facilities Management	45	40	40

6	FTHM06	Industrial Attachment (6 Months)	-	1056	-
			225	1256	200
		Total Learning Hours	1681		

* The Industrial Attachment (if any) is an integral module of the programme. However, suppose a student is unable to participate in the Industrial Attachment module due to circumstances beyond the control of the Student or the College, like non-approval of the Training Work Permit by the Ministry of Manpower or unable to secure an intern placement due to unavailability of vacancies, the Student will be required to complete a Research-Based Project with the submission of a report to be considered for graduation for the course. While AAC will make its best efforts to secure Industrial Attachment for the students, it does not guarantee that it will be able to secure one for every student.

Assessments

Code	Module Name	Assessment 1	Assessment 2
FTHM01	Tourism & Hospitality English	50% Assignment	50% Assignment
FTHM02	Service Quality	50% Assignment	50% Assignment
FTHM03	Basic Restaurant Operations	50% Assignment	50% Assignment
FTHM04	Fundamentals of Front Office Operations	50% Assignment	50% Assignment
FTHM05	Hospitality Facilities Management	50% Assignment	50% Assignment
FTHM06	Industrial Attachment**	100% Management Report	

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

Graduation Requirement:

In order to be awarded the Specialist Diploma in 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.

FTHM01 TOURISM & HOSPITALITY ENGLISH

Synopsis

Hospitality and tourism are two of the fastest growing industries in the world. This means that every year they offer more and more jobs. There is a global need for thousands of professional people who can speak English and interact with international guests.

This module is designed to provide learners with the skills and vocabulary for careers in hotel management and tourism.

It is targeted at preparing students for entry into a tertiary qualification at the diploma level, using a narrow business focus or context in Hospitality and Tourism. At the same time, the course will impart key business vocabulary used in the Hospitality and Tourism-related industries.

Important aspects of the Hospitality and Tourism industry, such as customer care and cultural awareness, will be highlighted in the syllabus to engage the students and encourage them to participate actively in the learning process, using authentic examples and case studies drawn from the dynamic Hospitality and Tourism industry.

Objectives

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

1. Use specific vocabulary.
2. Understand tourists with different accents.
3. Give information and advice to travellers.
4. Deal with problems and offering help.
5. Use a suitable register and be polite.
6. Communicate effectively in both writing and orally in a variety of English-speaking environment in the tourism industry.
7. Acquire vocabulary, grammar, idiomatic expressions and abbreviations, etc. of tourism industry and use them effectively in different tourism contexts.
8. Comprehend diverse accents of both native and non-native speakers of English and respond to them appropriately in different contexts of the tourism industry.
9. Read and interpret a variety of tourism related texts accurately and respond unambiguously.

Contents

1. Dealing with Different Kinds of People
2. International Travel
3. Phone Calls (Answering Enquiries)
4. Food and Drink
5. Letters (Responding to Enquiries)
6. Accommodation
7. Money (Bill and Change)
8. Travelling Around
9. Problems (Dealing with Complaints)
10. Attractions and Activities

Essential Reading

Talalla, R. (2008) *English for Restaurant Workers*, 2nd edition, Compass Publishing.

Leo Jones (1998) *Welcome! English for the Travel and Tourism Industry*. Cambridge University Press.

FTHM02 SERVICE QUALITY

Synopsis

Excellent service quality is crucial to the success of businesses today especially for those in the tourism and hospitality industry. This module inculcates in students the service mind set and acquaints them with the theoretical and practical concepts of service quality. Topics will cover service culture, service guarantees, service recovery, service benchmarking, business etiquette, communication skills, ethics and professionalism, empowerment, servicescape, and service measurement.

Objectives

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

1. Acquire an understanding of customer service and service quality.
2. Relate service excellence to the provision of hospitality & tourism products and services.
3. Understand the service encounter and its component parts.
4. Decide appropriate actions for overcoming service failure that will lead to service recovery.

Contents

1. Introduction to Customer Service
2. Financial and Behavioural Impacts of Service Quality
3. Understanding the Consumer
4. Developing and Maintaining a Service Culture
5. Managing Service Encounters
6. Building and Maintaining Customer Relationships
7. Providing Customer Service Through the Servicescape
8. The Impact of Technology on Customer Service
9. The Importance of Service Recovery
10. Promoting Customer Service Internally & Externally

Essential Reading

Simon Hudson & Louise Hudson (2012) *Customer Service for Hospitality and Tourism*. 2nd edition. Goodfellow Publishers.

Additional Reading

Paul R. Timm (2014) *Customer Service: Career Success Through Customer Loyalty*, 6th Edition, Pearson.

FTHM03 BASIC RESTAURANT OPERATIONS

Synopsis

This module provides students with a basic understanding of restaurant operations in terms of the types of table service, correct reservation procedures, food service preparation, service sequence, taking and processing orders, handling payments, understanding banquet and catering operations, and identifying the types of function room set-up.

Students will then explore the fundamentals of food safety and environmental sanitation.

Objectives

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

1. Identify the various styles of F&B Service and demonstrate the basic table set-up procedure for each style of service.
2. Enumerate the restaurant sequence of service and be familiar with the procedure for each step in the sequence.
3. Demonstrate industry-prescribed standards for various F&B skills.

Contents

1. The Restaurant Business
2. The Restaurant Facility
3. Dining Room Management
4. Table Service & Settings
5. Serving Guests
6. Food Services
7. Beverage Services
8. Sanitation and Food Safety
9. Banquet, Catering & Buffet Management
10. Careers in Food & Beverage

Essential Reading

Robert Christie Mill (2007), *Restaurant Management: Customers, Operations, and Employees*, 3rd Edition, Pearson.

Additional Reading

David K. Hayes, Allisha A. Miller & Jack D. Ninemeier (2014), *The Professional Restaurant Manager*, 1st Edition, Pearson.

FTHM04 FUNDAMENTALS OF FRONT OFFICE OPERATIONS

Synopsis

The aim of this module is to provide students with the basic skills required in front-office operations.

It also provides students with an understanding of front office operations during the four stages of guest cycle, namely, pre-arrival, arrival, occupancy and departure. It outlines the roles and responsibilities of staff members at the front office including professional work practices and skills. It also covers the registration process, internet booking, guest information, the blacklist, different types of reservations, payment methods, and the night audit.

Objectives

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

1. Illustrate the different types of hotel organizational charts and accompanying job positions needed to complete the 4-stage guest cycle.
2. Enumerate services, room types and features based on hotel classifications.
3. Use information technology in hotel customer service

Contents

1. Introduction
2. Terminology
3. Structure
4. Ranks and Responsibilities
5. Reservations
6. Guest Registration
7. Communication
8. Night Audit
9. Standard Operating Procedures
10. Information System

Essential Reading

Gary K. Vallen & Jerome J. Vallen (2018), *Check-in Check-out: Managing Hotel Operations*, 10th Edition, Pearson Education.

Additional Reading

Michael L. Kasavana (2017), *Managing Front Office Operations*, 10th Edition, American Hotel and Lodging Educational Institute (AHLEI).

FTHM05 HOSPITALITY FACILITIES MANAGEMENT

Synopsis

This module aims to provide students with an understanding of the importance of property & facilities maintenance management in the overall success of an organisation and its business within the tourism & hospitality industry. The various aspects of property & facilities maintenance management will be covered including workplace health and safety.

Objectives

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

1. Manage daily operational activities
2. Manage functions of housekeeping
3. Evaluate operational results against organisational objectives
4. Recommend and implement improvement actions

Contents

1. The Hospitality Industry
2. Types of facilities
3. Housekeeping
4. Safety
5. Security
6. Engineering
7. Maintenance
8. Applications of technologies
9. Green technology
10. Future of facilities management

Essential Reading

Sudhir Andrews (2008) *Textbook of Hotel Housekeeping Management and Operations*. Tata McGraw-Hill Publishing Company Limited.

Additional Reading

Christine Jones & Valerie Jowett (2001) *Managing Facilities*. Butterworth-Heinemann.

FTHM06 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, 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**
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	Tourism & Hospitality English			✓		✓	✓	✓	✓	✓		
2	Service Quality	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
3	Basic Restaurant Operations	✓	✓	✓	✓	✓	✓	✓	✓	✓		
4	Fundamentals of Front Office Operations	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
5	Hospitality Facilities Management						✓	✓	✓	✓		
6	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

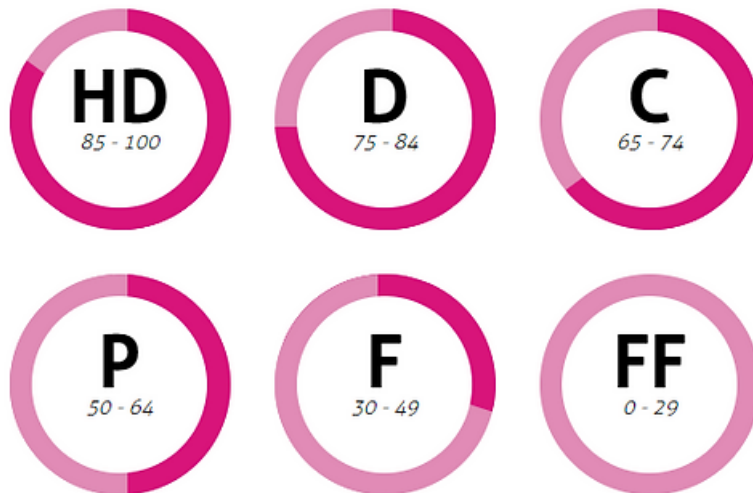
The relationship between the assessment objectives and components of the scheme of assessment is as follows

Knowledge	Comprehension	Application	Analysis	Evaluation
25%	20%	40%	15%	N.A.

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 Specialist Diploma in 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.