

## **Module Synopsis – Postgraduate Diploma in Tourism & Hospitality Management**

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### **Hospitality Operations (OPERA)**

This module will provide coverage on the history, development and structure of the lodging industry. Students will be exposed to the key operating departments of a hotel including front office, housekeeping, and safety & property security that are so vital to the success of a hotel. More importantly, student will be introduced to the OPERA Property Management Systems whereby they will learn and be equipped with the basic skills and knowledge to perform functions relating to hotel reservations, guest profiles, setting options and requests, assigning of rooms, checking in/out and guest accounts management

Assessment Weightage: 50 % Continual Assessment and 50% Exam

### **Special Events Management, Exhibition & Conventions**

The course aims to provide students with the practical and theoretical knowledge in the organization and management of special events, meetings and conventions. A key part of this module is the project work, which will allow students to experience a broad range of events and also enable them to understand the issues involved in planning and managing events.

In addition, students will also learn to manage staff and staffing problems; how to ensure the safety of everyone involved; risk management; financial control; legal compliance and evaluate the success of the event they stage.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

### **Food & Beverage Management**

This module aims to provide students with a comprehensive introduction to food and beverage operations and an overview of the food and beverage industry. It seeks to develop an understanding of the structure of the industry focusing both on the foodservice operations. Students will gain knowledge of the main theories and concepts that underpin the developments in the food and beverage industry with focus on restaurant's operations ranging from product knowledge, restaurant service and beverage service.

The module also deals with the skills and knowledge required to prepare and serve both alcoholic and non-alcoholic beverages as well as cocktails. They will learn the skills set in managing a successful food and beverage operation.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

## **Hospitality Operation Management**

This module focuses on an industry-oriented description of the skills and knowledge necessary to successfully manage a hotel. It also describes in great depth and details all areas of hotel administration and the responsibilities of a hotel manager. Other subjects cover in this module includes human resource, sales & marketing, the controller, maintenance department and the hotel franchising management.

Students will be taught the necessary skills and knowledge requirements to effectively supervise and efficiently run and manage the hotel operations.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

## **Tourism & Hospitality Marketing**

This module examines the role of marketing in a tourism and hospitality environment. The marketing topics provide an insight into the customer service approach in the tourism and hospitality service industry. A particular focus of the module is the effective linkage of marketing theory to communication tools. The conceptual approach to marketing provides a simple yet comprehensive review of classical marketing approaches to the modern day scenario.

The module engages local and international examples to give a realistic comparison of marketing as it is understood and situates many relevant case studies for further thoughts and discussion.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

## **Tourism Operations Management (AMADEUS)**

This module aimed at providing student with a holistic view of tour and travel operations and management, this also includes understanding of the different types of tour products and services, tour packages, and the essential skills and knowledge needed to make airlines reservation through Global Distribution System (GDS), an indispensable sales tool for travel professionals to make airlines reservation.

Apart from making airlines reservation for both individual and/or group traveller, the system also enable learners to perform other essential functions such as seat allocation, meal or facilities request, itinerary modification, mileage and mathematics calculation, metric and currency conversion, check calendar, date and time difference calculation, encode or decode city, airport, country, currency, state, province and airlines.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

## **Integrated Project / Industrial Attachment**

Industrial Attachment is an important aspect and component of a students' development. As a part of course curriculum, Tourism and Hospitality's students are expected to undertake a 6 month industrial attachment in the dynamic tourism and hospitality industry.

The aim of the Industrial Attachment is to enhance classroom learning experience through involvement in industrial and commercial exposure, thus enabling students to relate theoretical concepts with practical situations and at the same time develop and enhance professional awareness and communication skills of the students

NIM will facilitate in the arrangement and process of student's entire Industrial Attachment. Student may opt do an Integrated Project in place of the Industrial Attachment. The Integrated Project provides an alternative opportunity for students to integrate their knowledge through application to a practical based class-room project within the selection of the student's choice of industry. Preferably, this project focuses on an identified management issues and/or opportunities of an organization.