

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

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### **Introduction to Tourism and Hospitality**

Tourism is one of the world's fastest growing industries and is a major source of income and employment for many countries. This module aims to provide students with an overview and importance of the tourism and hospitality industries through an understanding of concepts and principles.

In addition, students will gain relevant skillset and knowledge and be able to analyse contemporary issues, problems and trends that underpin the field of tourism and hospitality; this module also prepares them for advanced studies of the industry and introduces the competencies pertinent for employment in this dynamic and changing industry.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

### **Service Quality Management**

Having a robust customer service team and system is essential and key to any organization success, and it often plays an important role in client satisfaction.

This module aims to introduce students to the principles, concepts and models on service quality and excellence. Students will develop a deep understanding of what specific skills and strategies are needed through role playing and class discussion that lead to successful implementation of service quality in the tourism and hospitality organization.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

### **HR Recruitment & Performance**

This module aims to provide students with an overview of human resource management and practice. In this module, students acquire an understanding of human resource management, the importance of job analysis, and the link between Strategic Planning and Human Resource Planning, how organizations recruit, conduct interview, appraise newly hired and employees, and some of the common interviewing problems that they encountered in the process, this in turn helps them when they are seeking employment themselves.

At the end of the module, the student will have learnt how to accomplish HR requirements within the framework of established performance management systems.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

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

Aimed at providing a holistic view of travel and tourism operations and management, this module introduces students to organizations within the tourism industry. The module also provides students with the necessary skills and knowledge to use one of the Global Distribution System (GDS) systems - AMADEUS, which is an essential sales tool for travel professionals.

Students will acquire practical experience in creating airline booking and reservation for individual and/or group travellers and perform other functions like allocating seats, 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. Other than ticketing and airlines reservation, students will also be taught how to make hotel, car rental and cruise reservation using the Global Distribution System (GDS) by Amadeus. The system also enables emailing the itinerary to the clients, displaying schedules, printing of passenger record locator and itinerary.

Assessment Weightage: 100 % Continual Assessment

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

This module will provide coverage on the history, development and structure of the lodging industry and the operational skills and knowledge necessary to effectively supervise and run the various departments in the hotel industry. During the course, 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.

Students will also be learning the use of OPERA Property Management Systems, when upon completion of the module, they will be equipped with the necessary skill and knowledge to operate and perform key functions relating to systems, this including making hotel and room reservations, guest profiles, setting options and requests, assigning of rooms, checking in/out and guest accounts management.

Most importantly, the acquired skills enabled students to be placed in most hotels worldwide, from the smallest independents to the largest chains that use OPERA to manage their operations.

Assessment Weightage: 100 % Continual Assessment

### **Food & Beverage Management (FBM)**

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.

Assessment Weightage: 100 % Continual Assessment

### **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

### **Hospitality Accounting and Finance**

This module aims to provide students with a comprehensive overview of financial management. With this course, students and industry employees learn how to make effective managerial, business and operational decisions based on a thorough understanding of financial analyses and techniques.

The students were also exposed to the areas of Product Costing, Stock Management and Budgeting.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

### **Legal, Quality Assurance and Safety**

This module is designed to provide students with the fundamentals knowledge and understanding of the importance of business compliance and legal issues in the hospitality industry.

By the end of the course, students will understand the key concepts of quality assurance and how this is managed and implemented in the workplace. Students will also analyze safety issues with the focus on the establishment and monitoring of frameworks, systems and procedures.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

### **HR Management & Leadership**

Human Resource is a vital part of an organization or business, regardless of the sector the business represents. The focus of this module is to give students deeper insights to the complexities and importance of the role played by human resource personnel. At the same time, cultivate and help students to develop understanding on topic relating to the principles of leadership, leadership styles and characteristics of effective leaders. More importantly, develop a sense of cultural understanding and awareness in the dynamic hospitality workplace environment.

Assessment Weightage: 50 % Continual Assessment and 50% Exam

## **Event Management**

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: 100 % Continual Assessment

## **Hospitality Operations 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

## **Integrated Project / Industrial Attachment (IPA/IA)**

Industrial Attachment is an important aspect and a component of a students' development. As 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 to 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 issue and/or opportunities of an organization.