

School of Tourism and Hospitality

Programme: Advanced Diploma in Tourism and Hospitality Management (ADTHM)

(Awarded by Nanyang Institute of Management)

The Advanced Diploma in Hospitality and Tourism Management awarded by NIM aim to focus on the latest trend and development in the hospitality and tourism sector. This course provides students with an in-depth study of the tourism and hospitality industry. It is ideal for individuals who are keen to upgrade their professional competencies and is designed to equip them with managerial knowledge to embrace the challenges of the trade.

Course Objectives

Key learning outcomes in the programme are:

- To develop in-depth understanding of the roles of human resource professional, management and leadership roles of an effective hospitality leaders.
- Acquire the necessary skills and knowledge to lead and manage hospitality organization/operations.
- Gained understanding and awareness of legal, quality and safety issues relating to the management of tourism and hospitality organization.
- Understanding the management of accounting and financial aspects in the tourism and hospitality industry.
- Understanding the importance of marketing in the context of tourism and hospitality industry
- Ability to organize, manage leading to execution of an event.

ADTHM Module Synopsis

1. 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 skill set 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: 100% Coursework

2. HR Recruitment and 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: Combination of written assignments, project or examinations

3. Tourism Operations Management

This module aims to introduce students to tourism and the tourism industry, organizations within the industry and to relevant disciplinary and interdisciplinary approaches to their study. It is based on the exploration of the demand, distribution, delivery and development of tourism within a regional, national and international context.

Aimed at providing a holistic view of tourism operation and management including booking charters to air, sea and land transportation, understand the types of tour package, travel insurance and other tour related documents. Students will also learn how to create tour itinerary, design tour brochure, calculate tour fare and costing, pricing of a tour package and acquire basic knowledge of tour leading.

Assessment: Combination of written assignments, project or examinations

4. Global Distribution System

This module aims to provide students with comprehensive skills and knowledge required to use a Global Distribution System (GDS) by Amadeus. It is an essential sales tool for travel professionals.

The system allows creating airline reservation for individual and/or group traveler 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.

Assessment: 100% Coursework

5. Hospitality Operations Management 1

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

Assessment: Combination of written assignments, project or examinations

6. Property Management System

In this module, students will gain an insight into the workings of a Property Management System (PMS) used in the accommodation / lodging industry, introduced to operational aspects of the front desk department which include positioning of the front desk, selecting a Property Management System (PMS) and its applications.

Students will be equipped with the essential skills and knowledge necessary for them to operate and perform various functions relating to hotel guest profiles, reservations, setting up special requests, assigning of rooms, checking in/out and guest accounts management.

Assessment: 100% Coursework

7. Food and Beverage Management 1

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: 100% Coursework

8. 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: 100% Coursework

9. 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: 100% Coursework

10. Tourism and 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: 100% Coursework

11. Entrepreneurship

This course is designed to introduce students the nature and role of the entrepreneurial

function within the Hospitality Industry. The module discusses theories, concept on formalities associated with the commencement of a new business start-up, buying an existing business or franchising, and challenges entrepreneur faced.

Key topic includes preparation for entrepreneurship, evaluation of entrepreneurial opportunities and strategies for entrepreneurial ventures.

Assessment: 100% Coursework

12. HR Management and 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: Combination of written assignments, project or examinations

13. Business Research

The module provides a foundation in research methods. The aim of this module is to introduce and prepare students to undertake self-directed research project work. It also introduces students to basic concepts, quantitative and qualitative research methodologies.

Upon completion, student will develop good understanding of not only research process but also competence in distinguishing between different types of data, data collection methods, use statistical techniques to analyze and interpret finding and be independent to prepare research plan, collate, analyze and present data for business decision-making.

Assessment: 100% Coursework

14. Hospitality Operations - Management 2

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 operation.

Assessment: Combination of written assignments, project or examinations

15. 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: Combination of written assignments, project or examinations

16. 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 analyse safety issues with the focus on the establishment and monitoring of frameworks, systems and procedures.

Assessment: Combination of written assignments, project or examinations

17. 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.