

Module Synopses – Advanced Diploma in Hospitality Entrepreneurship

<p>Introduction to Tourism and Hospitality Industry</p> <p>This module explores the foundational concepts and evolution of the tourism and hospitality industry, highlighting its historical significance and contemporary trends. Students will analyze diverse businesses, including accommodation, food and beverage, travel agencies, and attractions, to understand their operational models and market dynamics. Emphasis is placed on customer service excellence and guest satisfaction as keys to long-term success. Additionally, the module addresses sustainable tourism practices, focusing on environmental, cultural, and social dimensions and their impact on responsible entrepreneurship and industry resilience.</p>	45 hours
<p>HR Recruitment and Performance</p> <p>This module provides a comprehensive understanding of the principles, methods, and best practices in human resources recruitment within the hospitality industry. Students will learn to assess staffing needs, develop job descriptions, and design recruitment strategies tailored to hospitality businesses. The module covers effective candidate sourcing, screening, and selection processes, ensuring alignment with organizational goals, culture, and customer service standards. Additionally, it explores strategies for managing employee performance, including goal setting, performance appraisals, feedback mechanisms, and talent development initiatives, to optimize outcomes in the hospitality sector.</p>	45 hours
<p>HR Management and Leadership</p> <p>This module delves into change management theories and frameworks, focusing on their application in the hospitality industry and addressing the unique challenges and opportunities faced by hospitality businesses. Students will develop leadership skills to effectively communicate a vision for change, inspire commitment, and mobilize stakeholders at all levels to support transformative initiatives. The module includes assessing organizational readiness for change, identifying barriers, and developing strategies to mitigate resistance while promoting a culture of agility and innovation. Additionally, students will learn to plan, execute, and evaluate change initiatives in hospitality management, such as restructuring operations, implementing new technologies, and adapting to market trends, ensuring minimal disruption to guest experiences and business performance.</p>	45 hours

<p>Entrepreneurship in Hospitality Businesses</p> <p>This module provides a comprehensive understanding of the entrepreneurial mindset within the context of hospitality businesses, focusing on opportunity identification, risk management, and value creation. Students will explore the key stages of the entrepreneurial process, from recognizing opportunities and conducting feasibility analyses to business planning, launching, and developing growth strategies. The module imparts practical skills in market research, financial analysis, business model innovation, and strategic decision-making, essential for navigating the competitive landscape and capitalizing on emerging trends. Additionally, students will learn to cultivate an entrepreneurial culture within hospitality organizations, fostering creativity, collaboration, and resilience among team members while leveraging diversity and inclusivity to drive innovation and competitive advantage.</p>	<p>45 hours</p>
<p>Hospitality Research</p> <p>This module provides a solid understanding of research principles and methodologies as applied to the hospitality industry, covering qualitative, quantitative, and mixed-methods approaches. Students will conduct literature reviews, formulate research questions, and design studies addressing topics such as guest satisfaction, service quality, destination management, and sustainable tourism. The module teaches data collection, analysis, and interpretation using tools like statistical analysis software, survey instruments, interviews, and observational methods to generate actionable insights. Additionally, students will develop critical thinking skills to evaluate research findings, assess their relevance and reliability, and effectively communicate results through written reports, presentations, and academic publications, contributing to the advancement of knowledge and best practices in the hospitality industry.</p>	<p>45 hours</p>
<p>Food and Beverage Management</p> <p>This module provides an understanding of the fundamental principles and concepts of food and beverage management within hospitality operations, covering menu planning, cost control, procurement, production, and service delivery. Students will develop the knowledge and skills to effectively design and manage food and beverage outlets, considering factors such as target market segmentation, culinary trends, dietary preferences, and cultural influences. The module also focuses on optimizing revenue streams through strategic pricing strategies, upselling techniques, promotional activities, and menu engineering, while ensuring high standards of quality, consistency, and guest satisfaction. Additionally, students will gain an overview of managing food safety and hygiene practices, regulatory compliance, and sustainability initiatives within food and beverage operations, prioritizing the health, safety, and well-being of guests and staff, as well as environmental stewardship.</p>	<p>45 hours</p>

<p>Service Quality Management</p> <p>This module explores the principles and theories of service quality management in the hospitality industry, emphasizing the importance of meeting and exceeding customer expectations. Students will learn to assess service quality gaps using models like SERVQUAL, identifying areas for improvement in service delivery processes, employee training, and customer interactions. Strategies will be developed to enhance service quality at every guest touchpoint, from pre-arrival interactions to post-stay follow-ups. Additionally, students will acquire skills in implementing service recovery procedures and handling guest complaints effectively, transforming negative experiences into opportunities to strengthen customer relationships and loyalty. Continuous monitoring and measurement of service performance will ensure ongoing improvement and alignment with guest expectations.</p>	<p>45 hours</p>
<p>Event Management</p> <p>This module provides an understanding of the principles and processes involved in event management within the hospitality industry, covering event planning, coordination, execution, and evaluation. Students will learn to identify target audiences, define event objectives, and develop comprehensive event proposals, considering factors like budgeting, logistics, venue selection, and risk management. Skills will be acquired to coordinate with vendors, suppliers, and contractors to procure necessary resources and services for successful event execution, including catering, audio-visual equipment, décor, entertainment, and transportation. Proficiency will be developed in managing various types of events, such as conferences, meetings, weddings, banquets, and cultural celebrations, ensuring exceptional guest experiences, adherence to timelines, and achievement of desired outcomes.</p>	<p>45 hours</p>
<p>Social Media Marketing in Tourism and Hospitality</p> <p>This module explores the role and significance of social media marketing in the tourism and hospitality industry, emphasizing its impact on brand awareness, customer engagement, and revenue generation. Students will learn to identify and analyze target audiences for tourism and hospitality businesses, utilizing social media demographics, psychographics, and behavior patterns to craft tailored marketing strategies and content. Practical skills will be acquired in creating and curating compelling content for various social media platforms, including text, images, videos, and interactive media, to showcase destinations, accommodations, dining experiences, activities, and attractions. Proficiency will be developed in using social media management tools and analytics platforms to schedule posts, monitor engagement metrics, track campaign performance, and derive actionable insights for continuous optimization and ROI maximization in social media marketing efforts within the tourism and hospitality sector.</p>	<p>45 hours</p>

<p>Hospitality Accounting and Finance</p> <p>This module introduces the principles of accounting and finance tailored to the hospitality industry, covering financial statement analysis, budgeting, cost control, and revenue management. Students will learn to apply accounting principles and procedures to record, classify, and report financial transactions in hospitality businesses, including revenue recognition, expense allocation, and asset valuation. Skills will be acquired in financial analysis and decision-making, including interpreting financial statements, calculating key performance indicators (KPIs), and conducting cost-volume-profit (CVP) analysis to assess business performance and inform strategic planning. Proficiency will be developed in hospitality-specific financial management techniques, such as forecasting demand, setting room rates, pricing menu items, and managing operating expenses, to optimize revenue generation, profitability, and return on investment (ROI) in hospitality enterprises.</p>	<p>45 hours</p>
<p>Legal Quality Assurance and Safety</p> <p>This module provides an understanding of the legal framework and regulations governing quality assurance and safety standards in the hospitality industry, encompassing local, national, and international laws related to food safety, health and safety, licensing, employment, and guest rights. Students will learn to identify potential legal risks and liabilities in hospitality operations, including issues related to negligence, liability waivers, contract disputes, intellectual property rights, and data protection, and develop strategies to mitigate such risks. Acquiring knowledge of quality assurance principles and best practices in hospitality, including quality management systems (QMS), standard operating procedures (SOPs), and industry certifications (e.g., ISO 9001, HACCP), will ensure consistency, compliance, and continuous improvement in service delivery. Additionally, students will develop skills in crisis management and emergency preparedness, including developing contingency plans, training staff on emergency procedures, and coordinating with relevant authorities and stakeholders to respond effectively to incidents such as natural disasters, accidents, security threats, and public health emergencies.</p>	<p>45 hours</p>
<p>Contemporary Kitchen Operations</p> <p>This module explores the principles of contemporary kitchen operations, covering kitchen layout and design, equipment selection, workflow optimization, and sanitation standards to ensure efficiency, productivity, and food safety in commercial kitchens. Students will learn to apply modern culinary techniques and trends in menu development, recipe standardization, ingredient sourcing, and food presentation, catering to diverse dietary preferences, culinary styles, and cultural influences. Proficiency will be acquired in kitchen management skills, including inventory control, cost analysis, portion control, waste reduction, and staff scheduling, to optimize resource utilization and profitability in food service operations. Additionally, students will develop practical skills in leadership, communication, and teamwork, fostering a collaborative and creative work environment among kitchen staff to promote excellence in food quality, consistency, and guest satisfaction.</p>	<p>45 hours</p>

<p>Food Safety and Sanitation</p> <p>This module emphasizes the importance of food safety and sanitation in the hospitality industry, addressing risks associated with foodborne illnesses, contamination, and improper handling, along with the legal and ethical responsibilities of food service establishments. Students will learn to identify and implement food safety management systems, including Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMPs), and sanitation standard operating procedures (SSOPs), to prevent foodborne hazards and ensure compliance with regulatory requirements. Acquiring knowledge of common food safety hazards such as cross-contamination, improper temperature control, allergen management, and personal hygiene practices, students will develop strategies to mitigate these risks throughout the food production and service process. Additionally, students will develop skills in conducting food safety inspections, monitoring hygiene practices, and implementing corrective actions to maintain cleanliness, hygiene, and sanitary conditions in food preparation areas, storage facilities, and dining areas, fostering a safe and healthy environment for guests and staff alike.</p>	<p>45 hours</p>
<p>Pastry Making - Tarts and Short-Crust</p> <p>This module delves into the principles and techniques of pastry making, with a specific focus on tarts and short-crust pastry. Students will learn about ingredient selection, mixing methods, dough handling, shaping, and baking techniques. Differentiation between various types of short-crust pastry, such as sweet and savory, will be covered, along with their applications in pastry recipes including tart shells, pies, quiches, and savory pastries. Practical skills will be acquired in preparing and working with short-crust pastry, including rolling, lining tart pans, blind baking, and troubleshooting common issues such as shrinkage, cracking, and soggy bottoms. Additionally, students will develop creativity in flavor combinations, fillings, and toppings for tart recipes, incorporating seasonal ingredients, culinary trends, and personal preferences to create visually appealing and delicious pastry creations.</p>	<p>45 hours</p>
<p>Pastry Making – Cake</p> <p>This module covers the fundamental principles and techniques of cake making, focusing on ingredient selection, mixing methods, baking temperatures, and cake decoration. Students will differentiate between various types of cakes, such as sponge, butter, chiffon, and genoise, understanding their unique characteristics, flavor profiles, and applications in pastry recipes. Practical skills will be acquired in preparing and baking cakes, including pan preparation, batter mixing, oven management, and cake assembly, to produce cakes with the desired texture, flavor, and appearance. Additionally, students will develop creativity in cake decoration and presentation, exploring frosting techniques, icing designs, garnishes, and cake embellishments to create visually stunning and delicious pastry creations suitable for various occasions and celebrations.</p>	<p>45 hours</p>

Integrated Project / Industrial Attachment

This module focuses on applying theoretical knowledge and practical skills acquired throughout the program to real-world hospitality contexts, demonstrating competency in customer service, operations management, marketing, finance, and strategic planning. Students will gain hands-on experience and exposure to diverse aspects of hospitality operations through an industrial attachment or internship placement, working alongside industry professionals in establishments such as hotels, restaurants, resorts, event venues, or travel agencies. Professional competencies and interpersonal skills necessary for success in the hospitality industry will be developed, including communication, teamwork, problem-solving, adaptability, and leadership, while adhering to industry standards and ethical practices. Additionally, students will reflect critically on learning experiences during the industrial attachment or integrated project, identifying strengths, weaknesses, challenges, and areas for further development, and synthesizing insights to inform future career aspirations and professional growth in the hospitality sector.

6 months

Tourism and Hospitality Insight
HR Recruitment and Performance
Leading Change in Hospitality Management
Entrepreneur-ship in Hospitality Businesses
Hospitality Research
Food and Beverage Management
Service Quality Management
Event Management
Social Media Marketing in Tourism and Hospitality
Hospitality Accounting and Finance
Legal Quality Assurance and Safety
Contemporary Kitchen Operations
Food Safety and Sanitation
Pastry Making - Tarts and Short-Crust
Pastry Making – Cake
Integrated Project / Industrial Attachment

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