

Module Synopses

Advanced Diploma In Tourism & Hospitality Management

Awarded by Nanyang Institute of Management

Total numbers of Modules - 16

Module & Description	Hours
<p>1. Introduction To Tourism And Hospitality</p> <p>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 sets 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.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>2. HR Recruitment and Performance</p> <p>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.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>3. Sustainability in the Hospitality Industry</p> <p>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, understanding the types of tour package, travel insurance and other tour related documents. Students will also learn how to create tour itinerary, design tour brochures, calculate tour fare and costing, pricing of a tour package and acquire basic knowledge of tour leading.</p> <p>Assessment: 100% Continual Assessment</p>	45

Module & Description	Hours
<p>4. Travel Management System</p> <p>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. 4. Travel Management System (45 hrs) Module Synopses - Diploma In Tourism & Hospitality Management 1. Introduction To Tourism And Hospitality (45 hrs) The system allows creating airline reservation for individual and/or group traveller and perform other functions like allocating seats, meal or facilities request, itinerary modification, mileage and mathematical calculation, metric and currency conversion, checkcalendar, date and time difference calculation, encode or decode city, airport, country, currency, state, province and airlines.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>5. Hospitality Operations</p> <p>This module covers the introduction of the hotel industry and the key operating department of the hotel front office; hotel classification and contemporary issues. Students will also learn about the front office organization, communication in the front office, the guest cycle, revenue management, safety and security, reservations, reception and front office accounting</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>6. Hotel Operations Management Application</p> <p>In this module, students will gain an insight into the workings of a property management system (PMS) used in the hospitality industry, introduced to operational aspects of the front desk department which include positioning of the front desk, selecting a property management system (PMS) and PMS applications. Students will be equipped with the basic skills and knowledge to perform functions relating to hotel guest profiles, reservations, setting up special requests, assigning of rooms, checking in/out and guest accounts management.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>7. Food and Beverage Management</p> <p>The aim of this module is to provide students with an understanding of the operational aspect of a food and beverage establishment in the hotel industry. Students will acquire practical skills and knowledge including table setting, napkin folding, cocktail concoction, table and in-room dining service.</p> <p>Assessment: 100% Continual Assessment</p>	45

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<p>8. Service Quality Management</p> <p>Having a robust customer service team and system is essential and key to any organization's 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.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>9. Event Management</p> <p>This module will equip learners with the theoretical and practical knowledge spanning all areas of event management including, Event analysis and conceptualization; scoping and scheduling of even; Events marketing and promotion; Management of risk; A key component of this module is the event project where students will have to apply the knowledge learned and execute the event from the initiating phase to implementation, planning, monitoring and control, closing and evaluation.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>10. Tourism and Hospitality Marketing</p> <p>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.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>11. Entrepreneurship</p> <p>This program will enhance the entrepreneurial abilities and equip students with the relevant knowledge and skills required to be innovative in business. Besides learning from industry experienced experts, challenging projects will give the learning opportunity and experience to jump start your own project and define the future of hospitality new venture creations.</p> <p>Assessment: 100% Continual Assessment</p>	45

Module & Description	Hours
<p>12. HR Management and Leadership</p> <p>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 topics 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.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>13. Business Research</p> <p>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 research methodologies and concepts. Upon completion, students will develop understanding in distinguishing between different types of research methods, data collection, and in making use of statistical techniques to analyse and interpret findings.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>14. Hospitality Operations Management</p> <p>The aim of this operations management module is to help the students to acquire the core skills and knowledge that operatives, supervisors and managers need in order to lead and manage the people and operations in the hospitality businesses effectively and efficiently. Students will learn from experienced faculty the new vision approach to hospitality operations management which is desirable in responding to the challenges and opportunities brought about by a rapid pace of change in skills, attitudes and competencies that the industry now requires.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>15. Hospitality Accounting and Finance</p> <p>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 financial management, stock management, financial accounting, basic costing concepts and budgeting. Assessment: 100% Continual Assessment</p> <p>Assessment: 100% Continual Assessment</p>	45

Module & Description	Hours
<p>16. Legal Quality Assurance and Safety</p> <p>This module takes an applied approach to the study of hospitality law with its touchstone of compliance with regulatory laws and prevention of lawsuits to avoid liability. It includes many interactive and simulated relevant case studies that helps students to better understand how to do the right thing as a service provider; Duties and rights of guests and innkeepers; Safety and security issues to guests and their property; Elements of negligence and contracts; Prevention of trademark infringement; and strategies for limiting liabilities.</p> <p>Assessment: 100% Continual Assessment</p>	45
<p>17. Industrial Attachment / *Integrated Project</p> <p>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 the arrangement and process of student's entire Industrial Attachment.</p> <p>*Only applicable where Industrial Attachment is not feasible</p>	6 Months

Industrial Attachment (IA)

- Student is entitled to only one Industrial Attachment posting; and
- No further IA posting will be arranged if the student withdraws or is terminated by the IA training partner.
- In the event where a student could not be placed as traineeship (IA); due to various reasons, he/she will do an integrated project with guidance from NIM IA Lecturer or an appointed member of the academic staff.