

Module Synopses

Advanced Diploma in Hospitality Entrepreneurship

Awarded by Nanyang Institute of Management

Total numbers of Modules - 16

Module & Description	Hours
<p>1. Introduction to Tourism and Hospitality Industry</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 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.</p> <p>100% Coursework</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>100% Coursework</p>	45
<p>3. 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> <p>100% Coursework</p>	45

Module & Description	Hours
<p>4. Entrepreneurship in Hospitality Businesses</p> <p>The module will develop an introductory understanding of entrepreneurship as well as introducing you to experience a range of entrepreneurial skills (creativity, accessing resources, building networks and creating value) to enable you to understand key aspects of the entrepreneurial process. These skills will be transferable to many contexts, whether you wish to start your own new venture, be entrepreneurial in your career, or for working within Government or social enterprises.</p> <p>100% Coursework</p>	45
<p>5. Hospitality 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 analyze and interpret findings.</p> <p>100% Coursework</p>	45
<p>6. 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>100% Coursework</p>	45
<p>7. 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>100% Coursework</p>	45

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<p>8. 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>100% Coursework</p>	45
<p>9. Social Media Marketing in Tourism and Hospitality</p> <p>This module explores the principles and practices of social media marketing, focusing on strategies to build brand awareness, engage audiences, and drive business growth through various social platforms. Students will learn to create, execute, and analyze effective social media campaigns across platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok. The course covers content creation, audience segmentation, influencer partnerships, paid advertising, and metrics for measuring success. By the end of the module, students will have a solid understanding of how to leverage social media to achieve marketing objectives in diverse industries.</p> <p>100% Coursework</p>	45
<p>10. 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.</p> <p>100% Coursework</p>	45

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<p>11. 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 lawsuit to avoid liability. It includes many interactive and simulated relevant case studies that help 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>100% Coursework</p>	45
<p>12. Contemporary Kitchen Operations</p> <p>This module provides an introduction to the fundamental principles of kitchen and food service management. It covers the essential aspects of running a kitchen, including operational procedures, staff management, inventory control, and customer service. Students will learn the basics of effective kitchen organization, menu planning, and cost control, equipping them with the skills needed to manage a food service operation efficiently.</p> <p>100% Coursework</p>	45
<p>13. Food Safety and Sanitation</p> <p>This module provides a comprehensive overview of food safety principles, focusing on the identification and management of contaminants and risk assessment in the food industry. Students will explore the types of foodborne contaminants, their sources, and the impact they have on health. The module emphasizes the importance of risk assessment and the implementation of safety measures to ensure food safety from production to consumption.</p> <p>100% Coursework</p>	45
<p>14. Pastry Making – Tarts and Short-Crust</p> <p>Upon completion of this course, learners will attain knowledge and application skills in preparing tarts and short-crust pastries in their workplace. Learners will acquire the skills set and knowledge in the principles of baking pastries which includes preparing pastry dough, shaping, moulding, cutting and baking pastry products.</p> <p>100% Coursework</p>	45

Module & Description	Hours
<p>15. Pastry Making – Cake</p> <p>Upon completion of this course, learners will attain knowledge and application skills in preparing cakes in their workplace. Learners will acquire the skills set and knowledge in the principles of making cakes which includes preparing batter, baking, and unmoulding, piping and decorating cakes.</p> <p>100% Coursework</p>	45
<p>16. Industrial Attachment / *Integrated Project</p> <p>Industrial Attachment is an important aspect and component of a students' development. As a part of the 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. Integrated Project Assignment Instead of IA, the student may opt for a written research assignment. This will be a two month long period given to the student to prepare the assignment and seek guidance from the industrial attachment officer for the written work which will be assessed by a panel of three assessors. Students who fail in IPA will be allowed to re-module it. *This module will be implemented either at the end of study at Diploma / Postgraduate Diploma level or Year 2 level (for BAHITHM students only).</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.