

Programme: 2008 **New** Diploma in Tourism & Hospitality Management (DTHM)

Subjects 1-4 to be done in partner school

S/N	MODULES	AREAS OF FOCUS	ASSESSMENT MODE	CONTACT HOURS
	<p>Introduction to Tourism & Hospitality</p> <p>[Prescribed Text: Access – Introduction to Travel & Tourism by Marc Mancini, Thomson, ISBN 140180988]</p>	<ul style="list-style-type: none"> • An Overview of the Travel & Hospitality Industry • Tourism & Hospitality Terminology • The Aviation Industry • The Travel Agency Industry • The Tour Industry • The Tour Operator • The Cruise Industry • Other segments of the Travel Industry • How to market, sell to, and serve the traveling public • Other issues in the tourism and hospitality industry • Analyze the impact of the Internet on the travel industry • Address customer health and safety concerns • Understand the future trends for tourism • Economic impact of tourism • Social & cultural significance of tourism • Environmental issues & requirements • Tourism geography 	<ul style="list-style-type: none"> • This unit is assessed by a combination of coursework and written examination. • Coursework (assignment or class test) - 40% • Written exam (closed book) of 3 hrs duration - 60% 	<ul style="list-style-type: none"> • 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment. • There will be 2 x 3-hour contact teaching each week.
	<p>HR Recruitment and Performance</p> <p>[Prescribed Text: Human Resources Management by</p>	<ul style="list-style-type: none"> • Introduction to Human Resource Management • Dynamic HRM Environment • How HRM is practiced in the Real World • Staffing – Job Analysis, Strategic Planning and Human Resource Planning 	<ul style="list-style-type: none"> • This unit is assessed by a combination of coursework and written examination. • Coursework (assignment or class test) - 40% 	<ul style="list-style-type: none"> • 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment.

	<p>R.Wayne Mondy 10th Ed. (Pearson, Prentice Hall) ISBN-13: 9780132335058</p>	<ul style="list-style-type: none"> • Forecasting Human Resource Availability • Recruitment • Alternatives to Recruitment • External Recruitment Environment • Internal Recruitment Methods • Selection • Significance of Employee Selection • Review of Resumes • Performance Management and Appraisals • Performance Management • Performance Appraisal Process • Appraisal Interview 	<ul style="list-style-type: none"> • Written exam (closed book) of 3 hrs duration - 60% 	<ul style="list-style-type: none"> • There will be 2 x 3-hour contact teaching each week.
	<p>Tourism Operations Management</p> <p>[Prescribed Text: Travel Agency Operations by Wayne A. Steinberg and the editors of the Institute of Travel (Prentice Hall) ISBN 0130272450]</p>	<ul style="list-style-type: none"> • The Tourism Industry • Work in a travel agency • Advanced booking charters • Accommodation • Car rentals • Rail Transportation • Motor-coach and escorted tours • Sea transportation • Booking land arrangement with a wholesaler • Inclusive tour charters • Independent tours • Insurance • Special needs travelers • Travel and the law • Travel documents and other travel requirements 	<ul style="list-style-type: none"> • This unit is assessed by a combination of coursework and written examination. • Coursework (assignment or class test) - 40% • Written exam (closed book) of 3 hrs duration - 60% 	<ul style="list-style-type: none"> • 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment. • There will be 2 x 3-hour contact teaching each week.
	<p>Service Quality Management</p> <p>[Prescribed Text: /Customer Service by Elaine K. Harris (Pearson Education, ISBN 0131989375)]</p>	<ul style="list-style-type: none"> • What is Customer Service • The Challenges of Customer Service • Problem Solving • Strategy for Formulating a Plan for Success • Empowerment • Communications in Customer Service • Coping with Challenging Customers • Motivation 	<ul style="list-style-type: none"> • This unit is assessed by a combination of coursework and written examination. • Coursework (assignment or class test) - 40% • Written exam (closed book) of 3 hrs duration - 	<ul style="list-style-type: none"> • 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment. • There will be 2 x 3-hour contact teaching each

	<ul style="list-style-type: none"> • Leadership in Customer Service • Customer Retention and Measurement of Satisfaction • Technology and Customer Service • Excellence in Customer Service 	60%	week.
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Global Distribution System [Prescribed Text: Amadeus Instruction Manual]	<ul style="list-style-type: none"> • History and development of Global Distribution System (GDS) • Important role of GDS in the modern world of travel • Encode and decode airlines, airports, cities, countries, states and currency • Airline time table and flight schedules • Booking classes and seats availability • Real time booking for airline seats, hotel rooms, rental cars, etc • Instant confirmation, amendments or cancellation procedures • Connecting flights and stopovers • On line travel information: relating to airport taxes, visa requirements, health certificates, customs and immigration, other general travel information. • Sending and receiving messaging • Frequent flyer mileage • Require the use of Amadeus System 	<ul style="list-style-type: none"> • This unit is assessed by a combination of coursework and written examination. • Coursework (assignment or class test) - 40% • Written exam (closed book) of 3 hrs duration - 60% 	<ul style="list-style-type: none"> • 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment. • There will be 2 x 3-hour contact teaching each week.
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Food & Beverage Management 1 [Prescribed Text: Food and Drink Service by Roy Hayter (Thomson) ISBN 1861526873]	<ul style="list-style-type: none"> • Different types of food and beverage outlets • Different types of glassware, cutlery and equipment and their appropriate usages • Different quality signs of beef, mutton, pork and chicken. • Different quality signs of seafood products • Taking guest orders and relaying orders to kitchen • Setting and clearing of tables • Setting of tables according to orders • Serving drinks and food according to orders • Identifying, cleaning and polishing of standard 	<ul style="list-style-type: none"> • This unit is assessed by a combination of coursework and written examination. • Coursework (assignment or class test) - 40% • Written exam (closed book) of 3 hrs duration - 60% 	<ul style="list-style-type: none"> • 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment. • There will be 2 x 3-hour contact teaching each week.
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	<p>Hospitality Operation Management Applications (Fidelio)</p> <p>[Prescribed Text: Fidelio Instruction Manual]</p> <p>[Recommended Text: EXPLORING MICROSOFT OFFICE XP, <i>Volume I, Robert T. Grauer & Maryann Barber, Pearson Prentice Hall.]</i></p>	<ul style="list-style-type: none"> Introduction of IT Introduction to PowerPoint Design Slides Explanation of the Property Management System (PMS) and its uses Different interfaces in the Fidelio System Operating the reservation module Operating the desk module Operating the cashier module Operating the room management module Require the use of Fidelio System 	<ul style="list-style-type: none"> This unit is assessed by a combination of coursework and written examination. Coursework (assignment or class test) - 40% Written exam (closed book) of 3 hrs duration - 60% 	<ul style="list-style-type: none"> 60 hours of student-learning inclusive of the lectures, tutorials and independent student learning or preparation of the assignment. There will be 2 x 3-hour contact teaching each week.
	Hospitality Operations	<ul style="list-style-type: none"> The Hotel Industry: Overview and professional career hotel opportunities; overview of the lodging industry; 	<ul style="list-style-type: none"> This unit is assessed by a combination of 	<ul style="list-style-type: none"> 60 hours of student-learning inclusive of the

	<p>Management 1</p> <p>[Prescribed Text: Hotel Operations Management] by David K. Hayes and Jack D. Ninemeier. Publisher: Prentice Hall: ISBN 0130995983</p>	<p>Issues affecting hoteliers.</p> <ul style="list-style-type: none"> • Front Office: Overview of front office structure; Functions of various sections; Revenue and reservation management; managing occupancy; Managing guest services; Accounting for guests; night audit & cashiering. • Safety and Property Security: Hotel's safety and security responsibilities; Safety resources and special safety issues; Design, implement & monitor security program. • Housekeeping: Roles & responsibilities of Housekeeping department; Room status terminology; staffing the department; Housekeeping equipment and supplies; Inventory and Lost & Found Management; Facility care and cleaning; Laundry. Practical sessions required. 	<p>coursework and written examination.</p> <ul style="list-style-type: none"> • Coursework (assignment or class test) - 40% • Written exam (closed book) of 3 hrs duration - 60% 	<p>lectures, tutorials and independent student learning or preparation of the assignment.</p> <ul style="list-style-type: none"> • There will be 2 x 3-hour contact teaching each week.
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