

Advanced Diploma in Hospitality and Tourism Management

OVERVIEW

The Advanced Diploma in Hospitality and Tourism Management is focused on the latest development in the hospitality and tourism industry. It helps the students to gain theoretical and practical knowledge and skills in various aspects of hospitality and tourism management for those who wish to pursue or further advance their careers in this industry.

PROGRAMME OBJECTIVES:

The programme objectives are to help students acquire knowledge and skills up to professional level strengthening their understanding of general management in hotel, event, attractions and tourism areas, nurturing and providing various opportunities to sharpen their creative thinking and problem-solving techniques. It develops in students sound professional knowledge, which is deemed necessary for their intellectual and social well-being and, more importantly, for excelling in a supervisory position in the hospitality and tourism industry.

ASSESSMENT METHODS:

Combination of Coursework & Examination

DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

MODULE SYNOPSIS:

ADHTM501 Applied Financial Management in Services

The module is to equip students with a good and meaningful understanding of finance and accounting in the services industry. Students will acquire the accounting and finance skills needed to achieve sustainable profits for various stakeholders. This module will cover management accounting that includes costing, budgeting and the fundamental principles of corporate finance and investment.

ADHTM503 Tourism Policy and Development

The module focuses on the critical elements associated with the development of policies for tourism and the practical experience of analysis in, and application to, contemporary case studies. This module explores these policies, considers their formulation and their role in tourism development.

ADHTM504 Managing Organisation and Human Resources

Managing Organisation and Human Resources is essential to an organisation's success. It involves understanding the fundamental of people practices that influence the employee's behaviour, attitudes and performance

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NUMBER OF MODULES:

8

PROGRAMME OUTCOMES:

Upon completion of the programme, the students will be able to:

- develop an understanding of the fundamental concepts in tourism and hospitality management;
- develop a good analytical ability in tourism and hospitality operation
- improve communication skills
- identify the challenges of customer service and recommendations to improve the services
- demonstrate interpersonal, self-study, research and presentation skills through the course
- have adequate preparation for their careers or further studies in tourism or hospitality area.

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

210

ADHTM502 Consumer Behaviour and Research

The module focuses on studying consumer behaviour in the process of decision making and the resulting implication for marketing strategy. To understand consumer behaviour, it is essential to understand some concepts and theories borrowed from fields such as psychology, sociology, economics, etc. Additionally, the understanding of consumer behaviour is imperative for creating the conditions for positive and satisfactory consumer experiences as well as formulating successful marketing strategies. This module provides students with opportunities to develop their understanding of crucial aspects and strategic implications of consumer behaviour.

ADHTM505 Operations Analysis

This module examines in detail the business operations and management. It is an integral part of the manager's job to be able to identify and respond to problems that occur in business operations and to take corrective action to return the operation to an appropriate position.

ADHTM506 Information Communication Technology (ICT) and Media

Information Communication Technology (ICT) and Media have fundamentally changed the practices and procedures of nearly all forms of endeavour within business and governance. Knowing the available technologies and on how to use technology, media and data for marketing purposes are essential for organisations to be able to compete in an increasingly competitive and transparent environment. As such, awareness about ICT, new technology and media as well as the ability to judge the quality of interfaces are vital to succeed in the social and economic business environment to operate the business at local, regional, national, and global levels.

ADHTM507 Managing the MICE Industry

The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a sector of tourism which includes business events and activities. It focuses on the principles, practices and critical success factors of meetings, incentives travel, conventions and exhibitions. It was essential to evaluate the needs and the management processes to ensure the successful organisation of such events.

ADIA508 Industry Attachment

Industrial Attachment is an important aspect and a component of a students' development. As part of the course curriculum, students are expected to undertake a 24 weeks/ 6-month industrial attachment in the related industries. Students will take an internship programme with hotels, resorts or any other related tourism/hospitality businesses as related to their interest or area of specialisation. GSTM will facilitate in the arrangement and process of student's entire Industrial Attachment.

Industrial Attachment is an integral part of the course. In the unlikely event that a student cannot be placed for Industrial Attachment, due to circumstances beyond the control of the student or the college, like non-approval of the Training Work Permit by Ministry of Manpower, the student will be required to complete an Industrial Project

(5000 words) under the supervision of a lecturer from GSTM.

The industrial project (5000 words) topic must be relevant to the tourism/hospitality industry and approved by the school. Students have a maximum of 2 months to complete the project after approval.

ADIA509 Industry Project

The industrial project applies only when a student is unable to secure an industrial attachment with any organisation. In the absence of an industrial attachment, the student has to complete an individual project lasting for 2 months. The industrial project (5000 words) must be relevant to the computing and information technologies and approved by the school. Students have a maximum of 2 months to complete the project after approval. The Industrial Project provides an opportunity for students to be fully involved in the analysis, design and development of an information technology service or product within the selection of the student's choice of industry.