Diploma (Specialized in Events, Hospitality and Tourism Management)

OVERVIEW

The Diploma (Specialized in Events, Hospitality and Tourism Management) provide necessary knowledge and skills for students with or without experience to understand of the nature of events, tourism, hospitality and products from both local and international perspectives.

PROGRAMME OBJECTIVES:

This programme aims are to raise student's interest and understanding of the events, tourism and hospitality management industry in Singapore and globally. It provide introductory training for those are working or interested in pursuing a career in events, tourism and hospitality industry. It focus on develop a wide range of skills and techniques, personal qualities, and attributes essential for successful performance and immediate contribution to employment.

ASSESSMENT METHODS:
Combination of Coursework & Examination

NUMBER OF MODULES:
5

MODULE SYNOPSIS

DS306 English for Events, Hospitality and Tourism Management

Students practice using English to communicate and provide services in events, tourism and hospitality industry in Singapore. Upon completion of this module, the students will be able to develop the English language and communication skills required by students to communicate effectively in their future careers and communicate in a given situation accurately

DS308 Cultural, Festival and Special Events Management

The module aims to introduce students to the theoretical, academic and professional skills required to manage artistic and cultural events in the cultural sector. It provides students critical frameworks to understand the issues related to art festivals management and helps students to develop their knowledge of the contemporary problems associated with the management of art festivals, equipping them with theoretical and practical management skills.

PROGRAMME OUTCOMES:
Classroom Training Hours: 30 Hours Per Module

TOTAL CONTACT HOURS
120

PROGRAMME OUTCOMES:
Upon completion of the programme, the learners will be able to:

- develop an understanding of the fundamental concepts in event management;
- develop an understanding of the fundamental concepts in events, tourism and hospitality management;
- develop a good analytical ability in events, 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 events or tourism or hospitality area.

AWARDING BODIES:
Global School of Technology and Management

DS307 Introduction to Hospitality and Tourism Industry

Hospitality and tourism are one of the world's fastest-growing industries. This industry is a significant source of income and employment in many countries. Upon completion of the module, students will be able to:

- explain the importance of the tourism and hospitality industries through an understanding of concepts and principles
- understand the role of the tourism and hospitality industry, including its issues and development in Singapore and worldwide.
- discuss the basic concepts, knowledge and theories of the industry as well as related practical experiences.
- analyse contemporary issues, problems and trends that underpin the field of tourism and hospitality,
- identify the competencies pertinent for employment in this dynamic and changing industry.

DS309 Service Quality Management

Service Quality Management is essential in all sectors to gain competitive advantages in the market. An organisation needs to provide good/quality customer service to all types of customers, including potential, new and existing customers. Customer needs and customer satisfaction can be considered as something that is at the centre of every successful business and building life-long customer relationships. Upon completion of the module, students will be able to:

- discuss the principles, concepts and models on service quality and excellence.
- identify and analyse the specific skills and strategies are needed that lead to the successful implementation of service quality in the organisation
- improve practical communication skill in customer relations and services in various customer-related situations
- managing customer relationships in service industries and to appreciate the importance of customer satisfaction and service recovery as well as the value of loyal customers

DSIA310 Industry Attachment

Industrial Attachment (IA) 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.

IA 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 (3000 words) within 2 months under the supervision of a lecturer from GSTM.

DSIP305 Industry Project

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 (3000 words) under the supervision of a lecturer from GSTM.

The industrial project (3000 words) topic must be relevant to the events/tourism/hospitality industry 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 integrate their knowledge through application to a practical based classroom project within the selection of the student's choice of industry. Preferably, this project focuses on an identified management issues and/or opportunity of an organisation.