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 orfurther advance their careers in this industry.

PROGRAMME OBJECTIVES:

The programme objectives are to helps students acquire knowledge and skills up to professional levelstrengthening their understanding of general management in hotel, event, attractions and tourism areas, nurturing and providing various opportunitiesto sharpen their creative thinking and problem- solving techniques. It develops in students sound professional knowledge, which is deemed necessaryfor their intellectual and social well-being and, moreimportantly, for excelling in a supervisory position inthe hospitality and tourism industry

ASSESSMENT METHODS:
Combination of Coursework & Examination

NUMBER OF MODULES:
8

PROGRAMME OUTCOMES:
Classroom Training Hours: 30 Hours Per Module

TOTAL CONTACT HOURS
210

MODULE SYNOPSIS

AD501 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.

AD508 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.

PROGRAMME OUTCOMES:

Upon completion of the programme, the learners 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

KEY FEATURES:

The course has been developed to focus on:

- develop analytic, problem solving and interpersonal skills preparing them for a lifetime of continuing professional development
- develop a range of transferable skills in such areas as problem-solving, communication, project management, working individually and in teams as well as self-management and the ability to gather, synthesise, evaluate and reflect on information from relevant sources for excelling in a supervisory position in the hospitality and tourism world
- prepare students for a range of hospitality and tourism-related careers, either nationally or internationally.

AWARDING BODIES:

Global School of Technology and Management

AD502 Consumer Behaviour and Research

This 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.

AD505 Managing Organisation and Human Resource

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.

AD509 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.

AD510 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.

The topics includes the role, nature, and importance of ICT and media; The roles of data and business insights; Technological innovation and business adoption of ICT and media; Consumer adoption, experiences, and evaluation of ICT and media; Management information systems; Different kinds of decision support systems and user interfaces and Emerging technologies: Virtual reality, artificial intelligence, etc

AD507 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.

The learning objective of the Industrial Attachment is to help students:

- Contributing to local industry and developing work-based skills in the workplace environment improve the right kind of work attitude and professionalism so the student can become effective and productive in their future organisations, much sooner than is usual for fresh graduates without such experience.
- enhancing the classroom learning experience through involvement in industrial and commercial exposure
- enabling students to relate theoretical concepts with practical situations
- Improve student's cross-cultural communication skills be able to adapt quickly and effectively to working life upon graduation from GSTM.

GSTM will facilitate in the arrangement and process of student's entire Industrial Attachment. Industrial Attachment applies to all students.

ADIP509 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 (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. 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.