

MNG01001 – International Hotel and Tourism Management Program: Module 1

Module Content:

- 1: Tourism Studies
- 2: Contemporary Issues in Hotel Studies
- 3: Beverage and Wine Studies
- 4: Introduction to Industry Practice

Unit MNG01001	Description	Learning outcomes
<p>Tourism Studies</p>	<p>This unit will provide learners with an understanding of the global environment within which the travel and tourism industry operates. The unit examines the historical evolution of tourism, the current structure of the tourism industry, its size and scope, the external influences on tourism and the impact tourism has on host communities and the environment. It will also examine the increasing importance of travel and tourism in the constantly changing environment.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit a learner should:</p> <ol style="list-style-type: none"> 1. Examine the history and the current structure of the travel and tourism industry, 2. Explore the influence of local and national governments and international agencies on the travel and tourism industry. 3 Investigate the effects of supply and demand on the travel and tourism industry 4. Investigate the positive and negative impacts of tourism. 5. Investigate the effects that the internet has on hospitality & tourism.

Unit MNG01001	Description	Learning outcomes
<p>Contemporary Issues in Hotel Studies</p>	<p>This unit introduces a contemporary and modern perspective on the hospitality industry. Learners will actively research contemporary issues and trends within hotels and the tourism industry with the aim of writing publishable articles. Parallel to hospitality operations, students will learn issues current to research and the methods used for academic writing to aid the release of the above-mentioned articles.</p> <p>The unit gives learners an opportunity to explore the internal structure and external environment of hospitality and tourism businesses and issues affecting performance based on these influences. Finally, students are given the tools for future research and reporting within the industry, be it for higher-level studies or occupational purposes.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit a learner should:</p> <ol style="list-style-type: none"> 1. Explain and describe research concepts and constructs, their origin and application within hospitality and tourism 2. Identify contemporary issues within hospitality 3. Complete research and write an academic journal

Unit MNG01001	Description	Learning outcomes
<p>Beverage and Wine Studies</p>	<p>This unit introduces learners to alcoholic and non-alcoholic beverages in the hospitality industry, and how to handle appropriately alcoholic and no alcoholic beverages. It starts by exploring different types of alcoholic beverages, their origins and ingredients, and appropriate food matches, which will include a basic diverse knowledge of different wines.</p> <p>Learners will gain an understanding of the procedures of distilling beverages, dispense equipment for beer, sake, wine, and will develop and demonstrate professional knowledge.</p> <p>The unit also explores the world of cocktails, which are growing in importance to the industry. It explores major basic concepts, main flavourings and special flavourings, and goes on to look at examples of different types of cocktail. There is no requirement to prepare and serve the cocktails.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <p>The aim of this unit is to enable learners to gain knowledge and understanding of different types of alcoholic and non-alcoholic beverages, its storage, production and support equipment. Learners will also gain knowledge of the main types of cocktails and ways in which they are mixed and garnished in a bar type setting. Non-alcoholic beverages such as coffees, teas, mineral waters, carbonated soft-drinks, and milk will be explored in context to production, treatment, types, storage, and service.</p> <p>Learning Outcomes</p> <p>On completion of this unit a learner should:</p> <ol style="list-style-type: none"> 1. Describe the different types of Beers and Wines and their production 2. Describe the range of aperitifs and spirits and their production 3. Explain the main types of cocktails and ways in which they are mixed and served 4. Understand the procedures for the purchase and storage of alcoholic beverages 5. Understand how to set up a bar list 6. Understand non-alcoholic beverages including coffees and teas.

Unit MNG01001	Description	Learning outcomes
<p>Introduction to Industry Practice</p>	<p>This unit introduces the skills necessary to move from the classroom into a hospitality organisation, in preparation for your two five-month internships. You will learn a range of skills which will prepare you for the employment process and support you once you have commenced your employment.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Explore the hospitality workplace context by examining the sector structure and organisations' position within hospitality industries 2. Develop an understanding of the issues relating to the transition to the professional workplace, including workplace culture and professional practices 3. Demonstrate the ability to meet the professional requirements of the employment selection process, using appropriate resources 4. Identify areas of personal and professional skills development and create a portfolio to address the skills gap identified

MNG01002 – International Hotel and Tourism Management Program: Module 2

Module Content:

- 1: Introduction to HRM and Organisations
- 2: Food and Beverage Cost Control
- 3: Information Technology 1
- 4: Entrepreneurial Project

Unit MNG01002	Description	Learning outcomes
<p>Introduction to HRM and Organisations</p>	<p>Especially in the hospitality industry, employers want people who can quickly acquire the skills and knowledge to do the job. Matching these needs is the role of human resources. The unit recognises the critical role in managing people and its effectiveness and efficiency it contributes to an organisation. One of the most challenging aspects of the hospitality industry is the need to recruit, select and retain employees, as the staff turnover in the industry tends to be rather high. In addition, like all other employment sectors, a supervisor in the industry needs to be aware of current performance tools and how they should be applied to human resource procedures.</p> <p>The unit provides learners with the opportunity to examine the various practices and procedures that are used throughout an employee's working life. It will also give some insights of the constraints that could influence the management of people within a work environment. This will also build their confidence before they need to practice the skills in the workplace.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <p>The aim of this unit is to enable learners to gain knowledge and understanding of current issues, responsibilities, policies, procedures, and processes applicable to human resources and organisational dynamics in hospitality businesses. A student should hold the necessary skills to be able to supervise a team within a quality hotel operation.</p> <p>Learning outcomes</p> <p>On successful completion of the unit students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the processes and procedures involved in people management 2. Investigate working relationships within a services industry context 3. Evaluate methods of developing human resources

Unit MNG01002	Description	Learning outcomes
<p>Food and Beverage Cost Control</p>	<p>It is recognized that Finance and Accounting is paramount to the overall success of any Businesses.</p> <p>As different industries have their own uniqueness in consolidating and interpreting financial performance so does the Hospitality and Restaurant Industries. The Hospitality manager of today needs to understand the financial aspects of the hospitality and catering industry and acquire knowledge, especially in Finance where the bottom-line focus is the prime responsibility of senior management to make appropriate decisions that lead to business success.</p> <p>The complexity of the managing all aspects of acquiring, processing and handling inventories is of great concern and regularly discussed among senior managers as it has a direct impact on the bottom line. Appropriately accounting for the food and beverage industry involves several aspects include financial statements, budgeting, internal controls and costs.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <p>Students completing Food & Beverage Cost Control will understand the importance of internal food and beverage control and have the knowledge to manage the main financial aspects of controlling the entire process of acquisition, storage, processing and accounting for food and beverage inventories common in a quality restaurant of a five-star Hotel or Resort.</p> <p>Summary of Learning Outcomes</p> <ol style="list-style-type: none"> 1. Demonstrate the ability to calculate the cost of a recipe. 2. Demonstrate the ability to calculate the Swiss price of menu F&B items. 3. Give reasons for the difference between actual and planned F&B costs. 4. Make suggestions on how to improve profitability and write a professional report for an F&B manager. 5. Produce a bar/restaurant bar control system or improve an existing one. 6. Demonstrate basic Excel skills learned in both F&B Cost Control and the Excel modules.

Unit MNG01002	Description	Learning outcomes
<p>Information Technology 1</p>	<p>The IT-1 class shall introduce the students to the basics of information technology make them aware of the school's computer-network and its possibilities as well as prepare the ground for the use of some important applications, special to the hospitality-industry, like HOTS and Opera and deeper knowledge about mobile and tablet applications in the hospitality industry and reveal the strong connection between technology and hospitality.</p> <p>Last but not least, the IT-1 class shall help the students to find solutions for problems that they have not been told before, by training the way how to achieve the goal in individual work with the computers and internet as well as in teamwork with classmates - instead of presenting the solutions to be simply learned by heart (and become forgotten soon after).</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate the different approaches to develop mobile applications for the hospitality Industry 2. Illustrate how the mobile application interface is used to attract customers and create a user-friendly experience 3. Create a well-detailed plan of the development of a hospitality mobile application

Unit MNG01002	Description	Learning outcomes
<p>Entrepreneurial project</p>	<p>The Entrepreneurial Project is an interesting and exciting medium through which students will combine learning from a number of disciplines and develop them in a creative and fun way. This allows students to see the close inter-relationships that exist between the subjects in their course.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <p>At Level 1 of the Entrepreneurial Project Concepts, Year 1 students will create a new exciting restaurant concept, including its name, logo, design, menu and website. Whilst students will gain strong creative skills the project is also designed to help students in learning the value of teamwork and build up a team from amongst each other with students from different nationalities.</p> <p>Classes are scheduled each week with the Tutor to guide and advise you through the three-stage process as detailed below.</p>

MNG01003 – International Hotel and Tourism Management Program: Module 3

Module Content:

- 1: Hospitality Finance
- 2: Gastronomy / Culinary Theory
- 3: Introduction to Marketing
- 4: Food and Beverage Services - Theory and Practical

Unit MNG01003	Description	Learning outcomes
<p>Hospitality Finance</p>	<p>At the end of this course, the students will have the knowledge and understanding of the elements required, to control and manage the main financial aspects of the key operational departments within a Hotel.</p> <p>It is recognized within the Hospitality Industry that Finance and Accounting is paramount to the overall success of any Hospitality Businesses. Hotels and Resorts continue to be developed very rapidly. A property manager today needs more knowledge than ever before; especially in Finance where bottom line focus is the prime responsibility of senior management.</p> <p>Managerial accounting focuses upon those aspects of accounting which concern hospitality managers most. These aspects include internal financial statements, budgeting, internal controls and costs.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand Income Statements and Balance Sheets, Ratio analysis and Breakeven /CVP. 2. Apply learning outcomes to HOTS simulation. 3. Create an operating budget based on a more complex scenario (HOTS) based on previous data and future events. 4. Analyse business problems to take calculated risk using a commercial enterprise and demonstrate the importance of long-term planning in relation to business performance. 5. Present a performance report using a range of ratios including a written comparison of budget to actual results achieved. 6. Answer a range of questions on an individual basis under examination conditions based upon the key factors presented in the simulation.

Unit MNG01003	Description	Learning outcomes
Gastronomy/Culinary Theory	<p>The aim of this unit is to enable learners to learn basic concepts of food service skills, knowledge and responsibilities required in food service. The knowledge and skills acquired in this unit will prepare learners for roles in food service outlets.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Provide food service and customer care in a professional, safe and hygienic manner. 2. Demonstrates safe and hygienic handling and knowledge of utensils and flatware and describe their use for a given range of menu items. 3. Demonstrate a proper system of communication between service and kitchen by learning how to take menu orders from the guest. 4. Describe the main styles of food service commonly in use in the industry and state the most appropriate application of these service styles 5. Organize the preparation and layout of a food service operation 6. Understand the importance of the meal experience in food service operations 7. Apply evaluation techniques and criteria in food service knowledge 8. Demonstrate the ability to carry out the basic steps in menu planning

Unit MNG01003	Description	Learning outcomes
<p>Introduction to Marketing</p>	<p>This unit introduces learners to the concept of marketing, the marketing process and the importance of marketing to tourism and hospitality organisations.</p> <p>Learners will explore the marketing principles of understanding the customer, ensuring that products and services meet with customer needs and how marketing can influence customer behaviour.</p> <p>They will have the chance to research the marketing strategies of a variety of hospitality operations. They will investigate the basic principles of marketing through an understanding of marketing objectives, marketing mix, market segmentation and marketing communications. Learners will identify the constraints affect marketing for hospitality organisations.</p> <p>Different methods of market research used by organisations will be dealt with. These include the range of data-collection techniques and an understanding of how these data may be used to support decisions made by hospitality businesses. Learners will</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <p>Learners will look at the principles of marketing environment analysis through an understanding of the elements of PEST and SWOT analysis.</p> <p>They will identify how these elements may be influenced and how they affect hospitality businesses. Learners will explore marketing strategies used by hospitality organisations including the principles of market segmentation and use of the marketing mix as a method of developing products and services.</p> <p>Summary of learning outcomes</p> <p>On completion of this unit a learner should be able to:</p> <ol style="list-style-type: none"> 1. Explain marketing strategies and principles as used in the hospitality industry 2. Describe how marketing research is used in hospitality organisations 3. Explain how market environment analysis is used to identify opportunities and potential strategies 4. Discuss how the marketing mix is used to develop products and services in hospitality operations.

Unit MNG01003	Description	Learning outcomes
<p>Food and Beverage Services - Theory and Practical</p>	<p>This course covers the basic theoretical and technical knowledge of service operations combined with practical skills. This will enable the food and beverage operator to achieve a proficient standard for a range of service types and situations in the international hospitality industry. The course also examines the function of food & beverage service departments in relation to other hospitality operations departments and includes an introduction to the practical aspects of dining room management.</p> <p>This course has been designed to allow students to perform effectively and efficiently within food service operations. To do this consistently, students are provided with theoretical as well as practical training.</p> <p>The course also strengthens the student ability to:</p> <ul style="list-style-type: none"> • Display managerial and system thinking abilities • Think critically in examining services and products in the related industries and consider ethics in decision-making. • Communicate effectively in discussions and presentations and function effectively in a group. • Understand the operational aspects of the related industries • Develop students understanding of the dynamics of service situations, and social • Skills required by both the hospitality and tourism industry. 	<p>Summary of learning outcomes</p> <p>On completion of this unit a learner should be able to:</p> <ol style="list-style-type: none"> 1. Apply internationally recognised terminology used in the service profession. 2. Demonstrate industry standards associated with the principles of good personal hygiene and professional behaviour. 3. Demonstrate the use of basic equipment associated with dining room service. 4. Demonstrate the use of selected tableware, china, glassware and utensils within specific contexts. 5. Demonstrate the correct use of dining room furniture and equipment. 6. State and apply the different service styles, service methods and recognise their key differences. 7. Apply practical skills for specific food items. 8. Identify the proper table set-up in the dining room according to specifications. 9. Describe the four internationally recognised breakfast types and their differences. 10. Explain the different methods of payment and related procedures. 11. Develop effective communication and presentation skills to enhance personal skills. 12. Demonstrate the ability to work as a group and to behave as a team.

MNG01004 – International Hotel and Tourism Management Program: Module 4

Module Content:

- 1: Rooms Division Operations
- 2: Food and Beverage Management
- 3: Research Methods
- 4: Hotel and Resort Management

Unit MNG01004	Description	Learning outcomes
<p>Rooms Division Operations</p>	<p>This unit is designed for students to get practical experience in rooms division operations. Students will be exposed to various positions in the front office and housekeeping Departments, while gaining hands on experience in all facets of rooms division operations. Upon successfully completing the unit, it will allow students to work effectively in the front office department of a five-star hotel or resort and support the knowledge required for the Front Office Management course in Higher Diploma.</p> <p>Learners will develop skills needed in front office operations, including advance (future) reservations, guest registration and guest accounting procedures. Moreover, this unit will be a platform for students to build up skills and habits that promote personal best practice in managing housekeeping operations. Students will have opportunities to work within accommodation areas in order to demonstrate cleaning and servicing skills using appropriate cleaning agents, equipment, resources and methods.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe and identify the structure, role and requirements of front office operations within hospitality organisations 2. Demonstrate the systems and procedures involved in the four stages of the guest cycle (pre-arrival, arrival, occupancy and departure) 3. Demonstrate the practical applications to clean and service rooms, clean and maintain, public areas, using appropriate cleaning agents, equipment, resources and methods maintain safety and security standards

Unit MNG01004	Description	Learning outcomes
<p>Food and Beverage Management</p>	<p>At the end of this course, the students will have the knowledge and understanding of the elements required, to become a successful Food and Beverage Manager within the hospitality industry.</p> <p>Whilst this course is theoretical in nature the students have the opportunity to put their skills into practice within the F&B areas of the school. This will enable students to develop supervisory skills and supervise within a team. This is seen as an essential element of becoming a successful F&B Manager and is a key skill required for the Convention and Events Management.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate the role of food and beverage menus as the most important planning and marketing tool of every F&B service operation. 2. Utilise and analyse the menu in the decision-making process 3. Evaluate the different F&B control tools at the disposal of the F&B manager and the importance in day-to-day operations. 4. Research, plan and develop food and beverage menus including FF&E. 5. Analyse a simple F&B business scenario to create a competitive strategy for the business and present an analysis of this performance over a simulated the period of time (“Going for Profit”). 6. Answer a range of questions on an individual basis under examination conditions based upon the key factors presented in the course.

Unit MNG01004	Description	Learning outcomes
<p>Research Methods</p>	<p>The main aim of this module is to give students the opportunity to apply their theoretical knowledge of the research process and produce an independent literature review. Students will choose a research area that interests them and will add to their professional development. The study will be formulated through secondary research.</p> <p>The ability to use search engines and the library to find academic journals and books is an integral part of the course. Students need to read extensively throughout this research process to develop knowledge and understanding of their chosen subject area.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <p>The learning outcome of this unit is that on successful completion students will be able to produce a literature review, which demonstrates a sound understanding of secondary research.</p> <p>In order to achieve this learning outcome, students will need to:</p> <ol style="list-style-type: none"> 1. Identify and use academically recognised sources of data, referencing appropriately. 2. Develop skills to identify and describe other writers' views by paraphrasing and quoting. 3. Develop skills on how to write a literature review in the correct format.

Unit MNG01004	Description	Learning outcomes
<p>Hotel and Resort Management</p>	<p>This unit will enable students to describe the complexities that are involved in the design and development of a new resort, and will enable the student to enhance their knowledge of the five-star hotel and resort industry- this unit underpins the knowledge necessary for both the Destination Marketing course and the Convention and Event management courses in the Higher Diploma.</p>	<p>Summary of learning outcomes</p> <p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss and analyse the constraints within the external and internal environment of resort development. 2. Explain different operational frameworks that are applicable to resorts. 3. *Evaluate a contemporary issue facing resort managers in the present and possible future that includes risk and crisis management within the resort management strategy. 4. * Identify the economic, social, cultural, and environmental considerations in the resort planning and development process 5. *Demonstrate the processes involved in the planning of a new resort, the participants involved, Critical path planning, and the role of management.