



**Diploma in Hotel Management (610) – Hospitality Management**




<b>Pre-requisites:</b> Knowledge of business organisation.	<b>Co-requisites:</b> A pass or higher in Certificate in Business Studies or equivalence.
<b>Aim:</b> This course introduces candidates into the exciting and diverse hospitality industry. While providing an understanding of the scope and complexity of the industry, the course covers key hospitality issues, management definitions, and career opportunities available in restaurants, hotels, beverages operations, casinos, theme venues, entertainment centres, cruise lines, and countless other hospitality businesses. It provides an overview of the hospitality industry with an emphasis on career opportunities, customer service, and personal success strategies. Also a brief history, description and interrelationships of key industry segments emphasizing customer relations, ethics, leadership, critical thinking, and service standards for the restaurant, hotel, and travel-related businesses.	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The course requires a combination of lectures, demonstrations and classroom discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1. Describe the characteristics of the hospitality industry. Define tourism.</p> <p>2. Define the following terms: hotel franchising, partnerships, leasing, syndicates, and management contracts.</p> <p>3. Outline the duties and responsibilities of key executives and department heads. Describe the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Discuss why service has become such an important facet of the hospitality industry.</p> <p>1.2 Describe the evolution of the major modes of travel.</p> <p>1.3 Outline the important international and domestic tourism organisations.</p> <p>1.4 Describe the economic impact of tourism using the Tourism Income Multiplier (TIM).</p> <p>1.5 Identify promoters of tourism both nationally and internationally.</p> <p>1.6 List reasons why people travel. Analyse motivation for travel</p> <p>1.7 Describe the sociocultural impact of tourism; both positive and negative.</p> <p>1.8 Describe ecotourism and its importance to countries which depend on tourism.</p> <p>2.1 Discuss the financial aspects of hotel development.</p> <p>2.2 Classify hotels by type, location, and price.</p> <p>2.3 Explain integration.</p> <p>2.4 Describe the effects of a global economy on the hotel industry.</p> <p>3.1 Draw an organisational chart of the rooms division of a hotel and identify the executive committee members.</p> <p>3.2 Describe the main functions of the rooms division, front desk, and night auditor.</p> <p>3.3 Describe property management systems and discuss yield management.</p> <p>3.4 Calculate occupancy percentages, average daily rates, and actual</p>

<p>4 Describe the duties and responsibilities of a food and beverage manager and other key department heads.</p>	<p>3.5 percentages of potential rooms revenue. Outline the importance of the reservations and guest services functions.</p> <p>4.1 Describe a typical food and beverage manager's day.</p> <p>4.2 State the functions and responsibilities of the food and beverages departments.</p> <p>4.3 Perform computations using key food and beverage operating ratios.</p>
<p>5 Describe factors that influence restaurant concept and marketing.</p>	<p>5.1 Discuss the important elements in menu planning.</p> <p>5.2 Outline the development of a restaurant chain.</p> <p>5.3 Describe the different characteristics of chain and independent restaurants.</p> <p>5.4 Identify some of the top chain and independent restaurants.</p> <p>5.5 Describe the classifications of restaurants.</p>
<p>6 Demonstrate the forecasting techniques used to measure expected volume of business. Describe the various types of service.</p>	<p>6.1 Explain the important aspects of food production.</p> <p>6.2 Describe the key points in purchasing, receiving, storing, and issuing.</p> <p>6.3 Explain the difference between controllable expenses and fixed costs.</p> <p>6.4 Explain the components of an income statement and operating ratios.</p> <p>6.5 Describe the important aspects of a control system for a restaurant operation.</p> <p>6.6 Outline the functional areas and tasks of a foodservice/restaurant manager.</p>
<p>7 Identify the various types of wine and describe the winemaking process.</p>	<p>7.1 Identify the major wine-growing regions of the world.</p> <p>7.2 Distinguish the various types of alcoholic drinks.</p> <p>7.3 Identify the types of spirits and how they are made.</p> <p>7.4 Describe the history of coffee and other nonalcoholic beverages.</p> <p>7.5 Understand bar and beverage management.</p> <p>7.6 Explain a restaurant's liability in terms of serving alcoholic beverages.</p>
<p>8 Describe the history of the gaming entertainment industry.</p>	<p>8.1 Describe the various activities related to gaming entertainment.</p> <p>8.2 Explain how gaming entertainment is converging with other aspects of the hospitality business.</p> <p>8.3 Discuss the controversies surrounding the gaming entertainment industry.</p>
<p>9 Describe the main hospitality industry associations. Explain the primary responsibilities of a convention and visitors bureau or authority.</p>	<p>9.1 Describe the various types of meetings.</p> <p>9.2 Explain the difference between meetings, expositions, and conventions.</p> <p>9.3 Describe the role of a meeting planner.</p> <p>9.4 Describe the steps in event management.</p>

<p>10 Identify and explain the steps in a marketing process.</p>	<p>10.1 Demonstrate how a competitor analysis is conducted.  10.2 Explain the term <i>product life cycle</i>.  10.3 Explain the difference between marketing and sales.</p>
<p>11 Distinguish the characteristics and practices of leaders and managers. Describe the importance of planning.</p>	<p>11.1 Define leadership and management.  11.2 Distinguish between transactional and transformational leadership.  11.3 Differentiate between leadership and management.  11.4 Describe the key management functions. Discuss the merits of the different types of planning.  11.5 Explain how goals and objectives are set.  11.6 Identify the steps in operational planning.</p>
<p>12 Define organisational structure and organisational design. Describe matrix structures, project structures, independent business units, and boundaryless organisations. Define motivation.</p>	<p>12.1 Explain why structure and design are important to an organisation.  12.2 Describe the key elements of organisational structure.  12.3 Differentiate between mechanistic and organic organisational designs.  12.4 Explain team-based structures and why organisations use them.  12.5 Describe motivation theories.  12.6 Describe how to use goals, reinforcers, or expectations to motivate employees.  12.7 Understand the challenge managers face in motivating today's diverse workforce.  12.8 Identify ways to motivate diverse workforce.</p>
<p>13 Define Communication. Identify barriers to effective interpersonal communication and how to overcome them. Differentiate between formal and informal communication.</p>	<p>13.1 Explain communication flows and networks.  13.2 Outline the steps in the decision-making process.  13.3 Understand why managing is a synonym for decision-making.  13.4 Identify the difference between rational, bounded rational, and intuitive decisions.  13.5 Identify the situations in which a programmed decision is the solution as opposed to a nonprogrammed decision.  13.6 Differentiate the decision conditions of certainty, risk, and uncertainty.  13.7 Describe the different dimensions of decision-making styles.</p>
<p>14 Define control. Give reasons why control is important.</p>	<p>14.1 Distinguish among the types of control.  14.2 Explain the important financial controls.  14.3 Describe the qualities of an effective control system.  14.4 Outline the contemporary issues in control.</p>
<p>15 Identify the characteristics of information technology and information systems in the hospitality industry.</p>	<p>15.1 Identify the different types of information systems.  15.2 Differentiate between information</p>

	<p>technology use in hotels and restaurants.</p> <p>15.3 Identify the importance of information systems to the hospitality industry.</p> <p>15.4 Relate hospitality industry technology to management, such as property management systems.</p>
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### **Recommended Learning Resources: Hospitality Management**

<p><b>Text Books</b></p>	<ul style="list-style-type: none"> <li>• Hospitality Management: An Introduction by Tim Knowles. ISBN-10: 058231271X</li> <li>• Hospitality Management and Organisational Behaviour by Laurie Mullins. ISBN-10: 0582432251</li> </ul>
<p><b>Study Manuals</b></p> 	<p>BCE produced study packs</p>
<p><b>CD ROM</b></p> 	<p>Power-point slides</p>
<p><b>Software</b></p> 	<p>None</p>