



Diploma in Hotel Management

The course provides an overview of the hospitality industry with an emphasis on career opportunities, customer service, and personal success strategies. 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 are vital.

Why does the course exist – 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, beverage operations, casinos, theme venues, entertainment centres, cruise lines, and countless other hospitality businesses.

How does it fit into the larger programme – The course looks at how the hospitality business operates, how it impacts on the local economy varies from country to country, and also its importance.

For who it was designed – Certificate in Business Studies & Internet Technology or Diploma holders from different disciplines interested in pursuing a hospitality career.

How it will benefit candidates – Hospitality management prepares candidates for a hospitality career. By providing the skills, knowledge, and hands-on training for professional development, hospitality management training is a valuable opportunity to get ahead in the resort and hospitality industry. Hotel managers may work as convention and event planners, front desk managers, or general managers where they oversee all operations.

Subjects:

- Front Office Management
- Food & Beverage Management
- Hospitality Management
- Hospitality Managerial Accounting
- Hospitality Strategic Management

Front Office Management - the skills necessary to operate a hotel front office, including communications and human relations, front office operations, reservation systems and procedures, determining room availability and rates, registration procedures, cashier and billing procedures, and night audit procedures

Food & Beverage Management - Food and beverage managers are responsible for all food and beverage outlets in a hotel or conference centre. Food is a necessary commodity for all persons – both for sustenance necessary to maintain life and for the social facets of life associated with meals. The foods eaten and the eating practices of people are very much integrated into the overall heritage of the culture. The geographical and economic environment of a region or cultural area also has a

significant impact on foods – their availability and usage. Different cultures and/or different ethnic groups have traditional foods and preparation and eating practices associated with them.

Hospitality Management - travel and tourism represents a broad range of related industries, its importance in the world of business is clear: it is the largest business activity in the world. How the hospitality business operates, and its impact on the local economy varies from country to country, but its importance is undeniable. Most of the major hospitality companies are either headquartered in the UK or have a major corporate presence in the UK. One major advantage of hospitality, it can be found everywhere – every country, town or city has: hotels, restaurants, retailing, transportation, travel agencies, tour companies, tourist attractions, cultural industries and leisure, recreation and sport.

Hospitality Managerial Accounting – is the strategic roles that financial analysis and finance play in internal management decision-making of hotel and restaurant firms. The quantitative tools of decision support models in hospitality financial management, developing a working knowledge of the ownership of hospitality assets, specifically hotels and restaurants, how the assets and the owner's positions are valued, and the drivers of unit-level revenues and values. It provides an analysis of hotel and restaurant finance and develops an understanding of how franchise agreements and management contracts used in hotels and restaurants.

Hospitality Strategic Management – the hospitality industry faces new and complex changes during the 21st century. Management in hospitality have responsibilities including; policy-making within global, international and national contexts, apply innovative strategic planning approaches in response to corporate policies. Good strategy creation and execution are the key ingredients in a firm's recipe for success. The main focus is on how managers can guide their hotels in the formulation, implementation, and evaluation of strategies.

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