



Level 5 Diploma in Hotel Management (610) 143 Credits



Unit: Hospitality Management	Guided Learning Hours: 240
Paper No.: 3	Number of Credits: 24
Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: This unit introduce learners into the exciting and diverse hospitality industry. While providing an understanding of the scope and complexity of the industry, the unit 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.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The unit requires a combination of lectures, demonstrations and classroom discussions.	
<p>Intended Learning Outcomes:</p> <p>1. The characteristics of the hospitality industry including great customer service, maintaining a positive image, efficiency, organization, and professionalism.</p> <p>2. The Hospitality Management terms: hotel franchising, partnerships, leasing, syndicates, and management contracts.</p> <p>3. The duties and responsibilities of key executives and department heads; including the rooms division, the food and beverage division, the sales and marketing division and the maintenance department.</p>	<p>Assessment Criteria:</p> <p>1.1 Describe the evolution of the major modes of travel.</p> <p>1.2 Outline important international and domestic tourism organisations.</p> <p>1.3 Describe the economic impact of tourism using the Tourism Income Multiplier (TIM).</p> <p>1.4 Identify promoters of tourism both nationally and internationally.</p> <p>1.5 Describe the reasons why people travel.</p> <p>1.6 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>1.9 Define tourism.</p> <p>1.10 Describe why service has become such an important facet of the hospitality industry</p> <p>2.1 Describe the financial aspects of hotel development.</p> <p>2.2 Evaluate and classify hotels by type, location, and price.</p> <p>2.3 Define 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; identifying 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</p>

	<p>and discuss yield management.</p> <p>3.4 Calculate occupancy percentages, average daily rates, and actual percentages of potential rooms revenue.</p> <p>3.5 Outline the importance of the reservations and guest services functions.</p> <p>3.6 Describe the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.</p> <p>3.7 Describe the duties and responsibilities of a food and beverage manager and other key department heads</p> <p>3.8 Describe a typical food and beverage manager's day.</p> <p>3.9 Explain the functions and responsibilities of the food and beverages departments.</p> <p>3.10 Perform computations using key food and beverage operating ratios.</p>
<p>4 Factors that influence restaurant concept and marketing including the decisions affect the layout of restaurant, the employees and the location.</p>	<p>4.1 Explain the important elements in menu planning.</p> <p>4.2 Outline the development of a restaurant chain.</p> <p>4.3 Identify some of the top chain and independent restaurants.</p> <p>4.4 Describe the classifications of restaurants.</p> <p>4.5 Describe the different characteristics of chain and independent restaurants.</p>
<p>5 The forecasting techniques, identifying the most appropriate technique, evaluate the forecast of number of arriving guests used to measure expected volume of business.</p>	<p>5.1 Explain the important aspects of food production.</p> <p>5.2 Describe the key points in purchasing, receiving, storing, and issuing.</p> <p>5.3 Explain the difference between controllable expenses and fixed costs.</p> <p>5.4 Explain the components of an income statement and operating ratios.</p> <p>5.5 Describe the important aspects of a control system for a restaurant operation.</p> <p>5.6 Outline the functional areas and tasks of a foodservice/restaurant manager.</p>
<p>6 The various types of wine, the winemaking process, the most popular wine varieties and how to pair wine with food.</p>	<p>6.1 Identify the major wine-growing regions of the world.</p> <p>6.2 Examine and distinguish the various types of alcoholic drinks.</p> <p>6.3 Identify the types of spirits and how they are made.</p> <p>6.4 Describe the history of coffee and other nonalcoholic beverages.</p> <p>6.5 Outline bar and beverage management.</p> <p>6.6 Describe the various types of service.</p> <p>6.7 Explain a restaurant's liability in terms of serving alcoholic beverages.</p>
<p>7 Understand how gaming entertainment is converging with other aspects of the hospitality business including casino floor (gambling), leisure time activities, including various</p>	<p>7.1 Describe the history of the gaming entertainment industry.</p> <p>7.2 Describe the various activities related to gaming entertainment.</p>

<p>foodservices.</p>	<p>7.3 Describe the controversies surrounding the gaming entertainment industry. 7.4 Describe main hospitality industry associations; trade unions and industry stakeholders; restaurants, caters and bars 7.5 Describe the various types of meetings. 7.6 Explain the difference between meetings, expositions, and conventions. 7.7 Describe the role of a meeting planner. 7.8 Describe the steps in event management. 7.9 Explain the primary responsibilities of a convention and visitors bureau or authority</p>
<p>8 The steps in a marketing process; problem analysis, identify shortcomings, implementation of the marketing plan development process and strategic planning by senior management.</p>	<p>8.1 Describe how a competitor analysis is conducted. 8.2 Explain the term <i>product life cycle</i>. 8.3 Explain the difference between marketing and sales. 8.4 Explain the characteristics and practices of leaders and managers 8.5 Analyse attitudes, values and practices needed to take decisions which are compatible with a sustainable future and delegating work assignments 8.6 Define leadership and management. 8.7 Distinguish between transactional and transformational leadership. 8.8 Differentiate between leadership and management. 8.9 Describe the key management functions. 8.10 Explain the merits of the different types of planning. 8.11 Explain how goals and objectives are set. 8.12 Identify the steps in operational planning. 8.13 Describe the importance of planning</p>
<p>9 Organisational structure and organisational design; the effect of competitive strategies and organizational structure on hotel, functional organization design, meetings and committees.</p>	<p>9.1 Explain why structure and design are important to an organisation. 9.2 Describe the key elements of organisational structure. 9.3 Differentiate between mechanistic and organic organisational designs. 9.4 Explain team-based structures and why organisations use them. 9.5 Describe motivation theories. 9.6 Describe how to use goals, reinforcers, or expectations to motivate employees. 9.7 Explain the challenge managers face in motivating today's diverse workforce. 9.8 Identify ways to motivate diverse workforce. 9.9 Describe matrix structures, project structures, independent business units, and boundaryless organisations. 9.10 Define motivation</p>
<p>10 Communication; the barriers to effective interpersonal communication and how to</p>	<p>10.1 Explain communication flows and networks.</p>

<p>overcome them.</p> <p>11 Control, why the management control system for a hotel will be different from that of other hospitality sector industry.</p> <p>12 Identifying the characteristics of information technology and information systems in the hospitality industry.</p>	<p>10.2 Outline the steps in the decision-making process.</p> <p>10.3 Describe why managing is a synonym for decision-making.</p> <p>10.4 Identify the difference between rational, bounded rational, and intuitive decisions.</p> <p>10.5 Identify the situations in which a programmed decision is the solution as opposed to a nonprogrammed decision.</p> <p>10.6 Differentiate the decision conditions of certainty, risk, and uncertainty.</p> <p>10.7 Describe the different dimensions of decision-making styles.</p> <p>10.8 Differentiate between formal and informal communication</p> <p>11.1 Describe reasons why control is important</p> <p>11.2 Distinguish among the types of control.</p> <p>11.3 Explain the important financial controls.</p> <p>11.4 Describe the qualities of an effective control system.</p> <p>11.5 Outline the contemporary issues in control.</p> <p>12.1 Identify the different types of information systems.</p> <p>12.2 Differentiate between information technology use in hotels and restaurants.</p> <p>12.3 Identify the importance of information systems to the hospitality industry.</p> <p>12.4 Evaluate and relate hospitality industry technology to management, such as property management systems.</p>
<p>Methods of Evaluation: 2½-hour written essay examination paper with five questions. Candidates are required to answer all questions. Each question carries 20 marks. Candidates also undertake project/coursework in Hospitality Management with a weighting of 100%.</p>	

Recommended Learning Resources: Hospitality Management

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