

Higher Diploma Programme in Tourism and Hospitality Management

Syllabus

Module : **Business English I**

Credit : *3

The topics include : English learning and use of dictionaries; Reading comprehension and the role of co-text and context in comprehension; Listening comprehension; Effective writing skills; Oral communication skills and colloquialism in English expression; Word Power: common words, phrasal words, Idioms and prepositions.

Module : **Business English II**

Credit : *3

The topics include : Reading and Writing (formal and informal letters, memos, proposals and short reports, trade-related journals, agenda and minutes, business research writing skills); Listening and Speaking (telephone conversations, listening and note-taking, business discussions and meetings, business presentation skills).

Module : **Quantitative Analysis for Business**

Credit : 3

The topics include: Sampling methods and Sample design; Survey methods; Descriptive Statistics; Probability theory; Probability distributions (Binormal, Poisson and Normal); Sampling distributions; Confidence intervals and hypothesis tests, Chi-square test, Linear regression & correlation; Time series analysis and Financial mathematics.

Module : Chinese Communication for Business

Credit : *3

The topics include : Reading (reading and summarizing skills, understanding text through contextual clues, analyzing text structure and language style of the text); Speaking (Articulation and Pronunciation correct, Listening Comprehension, Public Speech, Skills of Oral Presentation and Recitation); Writing (Memorandum, Minutes, Press Release, Report, Business Correspondence, Proposal, Public Speech, Style and Format in writing Research Paper).

Module : Problem Solving: Creative and Critical Thinking

Credit : *3

The topics include : Nature of problems; Approaches for problem solving; Thinking as a tool and skill; Introduction to creative thinking; Exploring the challenge; Generating ideas; Introduction to critical thinking; Refining solutions; Drawing conclusions; Thinking and decision making in teams; Management and planning tools; Root cause analysis, Plan-Do-Check-Act (PDCA).

Module : Personal Development: Action and Service

Credit : *3

The topics include : Understanding the Hong Kong society and issues; The changing world of 21st Century, its shaping forces and implication; Community involvement; Project planning and implementation; Time management; Self awareness; Interpersonal skills; Preparation for challenges and coping with the changing needs; Planning for study and study skills; Career pathways and job search skills.

Module : Business Communication

Credit : *3

The topics include : Strategies for effective business communication; Principles of effective business communication; Report writing process; Research methodology; Managing data and graphics; Communicating for special purpose; Business presentations; Managing meetings and interviews.

Module : Introduction to Tourism & Hospitality Management

Credit : 4

The topics include : Overview of the T&H industry in Hong Kong; The buyers and suppliers in T&H businesses; The management of T&H services; Quality requirements of T&H services; Tourism, Travel, Lodging, Hotel management; Reservation and yield management; Food services; Restaurant management and Food & beverage.

Module : Hotel Front Office Operations

Credit : 3

The topics include : Overview of the front office; Reservation; Registration; Front office accounting; Check-out; Front office auditing; Data management and Related guest service.

Module : Housekeeping Management

Credit : 3

The topics include : Introduction to housekeeping management (Overview of lodging operations, The role of the executive housekeeper, Interaction with other management functions); Organization of the housekeeping department, Management of operations (Management of inventory, equipment, and supplies, Linen management, Laundry room management, The cleaning functions); Administrative control (Controlling operations, Risk management); Waste and environmental management.

Module : Event and Destination Management

Credit : 4

The topics include : The Role of Event & Destination Managers; Program Planning; Event planning & promotion; Publicity and registration; Program co-ordination, execution, control & feedback; Post-event activities; Transportation & Accommodation (T&A); Tours and additional Services (e.g. Entertainment), Security & insurance, Pricing Strategy and Managing Risk.

Module : Restaurant & Hotel Food & Beverage Operations

Credit : 4

The topics include : Overview of the restaurant and hotel F&B businesses; The role of restaurant and hotel F&B managers; Understanding the customer; Delivering high-quality service; Restaurant facilities; Task planning; Designing and pricing the restaurant menu; F&B service process; Sanitation and food safety; Crisis management; Banquet operation; Beverage function, Contracts and billing and Hotel room service.

Module : Legal Framework for Hospitality Managers

Credit : 4

The topics include : Introduction to the law and legal system of Hong Kong - Sources of Hong Kong law; Courts and tribunals; Legal personnel; Laws directly governing the hospitality industry.

Module : Information Systems in Tourism & Hospitality Management

Credit : 4

The topics include: System Concepts and roles of MIS, Fundamentals of MIS; Hardware concepts; Programming; Operating system and application software; Implementation, control and security issues; Reservation systems in the T&H industry; Hotel property management system; Point of Sale system.

Module : Hospitality Financial Accounting & Control

Credit : 4

The topics include : Hospitality accounting; Accounting principles and concepts; The uniform system of accounts for hotels; Recording process; Completion of the accounting cycle; Subsidiary ledgers and special journals; Balance sheet and the statement of profit & loss; The statement of cash flows; Payroll; Accounting for receivables and payables; Cost calculations and internal controls; Budgeting process and budget control; Performance measurement.

Module : Foundation of Human Resource Management

Credit : 3

The topics include : Operations and Value Chain Management; Managing Entrepreneurial Organizations; Managing in a Global Environment; Foundations of Behavior - Understanding People and Group; The Strategic Role of Human Resource Management; Employee Recruitment and Selection; Employee Training and Development; Performance Management and Appraisal; Employee Compensation and Benefits; Employee Relations, Safety and Health.

Module : Business Economics

Credit : 4

The topics include : Basic economics problems; Market mechanism; Costs and firms decisions; Factor markets and factor prices; National income; Government finance; Money and banking, Inflation & unemployment; International trade and balance of payments; Economic growth; Economy of PRC.

Module : Consumer Behaviour & Customer Relationship Management

Credit : 4

The topics include : Consumer Behaviour in Services; Defining your CRM Processes; Measuring CRM Success; Exchanging Resources in Customer Relationship; Structuring of Relationship; Establishing, Enhancing and ending Relationship; Creating Competitive Advantage with Relationship Strategies; The Innovative CRM Organization; Managing Service Delivery and Pledge.

Module : Principles of Management

Credit : 3

The topics include: Introduction (Organization, and Management Theories, Organizational Culture and the Environment, Social Responsibility and Managerial Ethics); Planning (Foundations of Decision Making, Foundations of Planning, Introduction to Strategic Management); Organizing (Organization Structure and Design, Staffing and Human Resource Management, Managing Change, Stress, and Innovation);

Leading (Understanding Groups and Teams, Motivating Employees, Leadership) and Controlling.

Module : Marketing of Services

Credit : 4

The topics include : Understanding Marketing and the Marketing Process; Developing Marketing Opportunities and Strategies; Deploying the Marketing Mix - Product and service strategies; Pricing products; Promotion strategy; People strategy and Managing Marketing.

Module : Total Quality Management and ISO 9001

Credit : 3

The topics include : Philosophy of Quality; TQM & Management System; Benchmarking & JIT; Performance measurement & Statistical analysis; Continuous improvement & process effectiveness; Implementation; ISO9000 and current trends of Quality Models & future Development.

Module : Introduction to E-Commerce

Credit : 3

The topics include : Overview of e-commerce; B to C; B to B e-commerce; Use of EDI; EPS and Internet security; Business application design and implementation; Infrastructure for e-commerce; Evaluation of e-commerce applications development tools; Public policy and risk management.

Module : Project

Credit : 6

This is an integrated project which enables students to work as a group to make use of their knowledge and skills acquired from their studies.

Module : Facilities Planning, Design and Project Management

Credit : #4

The topics include : Facilities and Project Planning (Criteria for site selection, Benchmarking and customer services, Building types, Planning standards, Strategic planning and communication); Programming and Design (Assemble the project team, Design process and model); Construction Management (Tendering and assemble the construction team, project life cycle, Implementation strategies, Managing the construction and contracting).

Module : Sustainable Environment and ISO 14001

Credit : #3

The topics include : Introduction of Environment Protection (Water Pollution prevention, Air Pollution prevention, Land Pollution prevention, Noise Pollution prevention, Natural resources, Endanger species); Environmental legislation (International, Local); ISO 14001:1996 Standard (Environmental Impact Assessment, Emergency preparedness, Certification Process, Integration of management systems).

Module : Occupational Safety and Health

Credit : #2

The topics include: Occupational Health and Safety Legislation in Hong Kong; The Working Environment; Organization and Management of Safety and Health in the Workplace; Hazardous Processes; Machine Safety; Electrical Safety; Fire Safety; Chemical Safety; Manual Handling and Construction and Demolition Safety.

Module : Recreation and Club Management

Credit : #2

The topics include : Recreation theory; Sociology of leisure; Planning for leisure; Private club; The club management; Event, activities and recreational sport management; Effective marketing & promotion; Financing of club; Cost control; Regulations; insurance and security awareness; Crisis Management; Handling difficult clients, resolving conflicts and cases for problem solving.

Module : Internship

Credit : #3

The internship is designed to equip students with real-world working experience for their future career in the hospitality industries. Students are required to complete the required number of working hours on a full-time or part-time basis and prepare written reports at the end of their placements.

* Not required in the 2-year programme.

Participants should select 3 or 4 modules out of 5 electives for minimum total of 9 credit units.