



The Diploma in International Hotel Management provides the foundation for hospitality staff to develop key skills and knowledge in all aspects of the hospitality operations. It also enables them to gain an in-depth knowledge and understanding of the theoretical and technical aspects of supervision in a variety of hospitality settings.

This course has been designed to provide a foundation for a career in hospitality. The breadth and depth of this course has been derived in close conjunction with the hospitality industry.

- 1. Hospitality Sales and Marketing**
Students will be introduced to sales markets, consumer preferences, marketing principles, advertising, promotions, channels of distribution, and public relations.
- 2. Hospitality Financial Accounting**
This module introduces students to accounting as an information system. Specifically, this unit addresses the purposes of accounting, users of accounting information, and the recording, presentation and analysis of financial information
- 3. Leadership and Management**
This module encourages students to consider the concept of leadership and the skills involved. The module examines styles of leadership, the link between leadership and management, leadership in diverse workforces, and how to lead organizations or business units in times of change.
- 4. Quality Service in the Hospitality Industry**
This module examines the concept of total quality service and its application to the hospitality industry. The need to develop pro-active approaches to service quality issues with some strategic focus will form the basis of this module.
- 5. Safety and Security in the Hospitality Industry**
Analysis of contemporary safety and security concerns specific to the hospitality industries encompassing lodging, food & beverage and clubs. Includes knowledge of the typical range of hazards and risk associated with the industry and the measures that can be taken to address them,



- 6. Human Resource Management**
Recruitment and selection decisions have a fundamental and pivotal impact upon all systems within an organization. The importance of the human resource factor in the profit and loss equation cannot be underestimated. Thus, this module focuses on recruitment and selection not merely as part of the set of personnel functions but as critical corporate strategies that can change the value of human assets and, in turn, the value of the organization as a whole.
- 7. Front Office**
To provide students with an understanding of, and the ability to perform, the duties and skills required of a Front Office employee from Guest's pre-reservation to checking-out procedures. Students will also be able to understand how guest accounting systems is being maintained and the need for internal control.
- 8. Housekeeping**
To provide students with an overview of the housekeeping operation in the hospitality industry and the ability to apply these principles within a work environment.
- 9. Food and Beverage Operations**
Students are exposed to the typical workflow structure for service within a food and beverage service environment, the service styles and setups. Waste minimization techniques, environmental considerations and hygiene and safety issues in specific relevance to food and beverage service
- 10. Culinary Arts**
Students will gain essential knowledge for professional culinary preparation including hot food preparation, garde manger (cold kitchen), and baking. Sanitation, proper storage, handling of food, and creative presentation of food are also discussed. Students will learn important kitchen terminology as well as why and how ingredients and processes are used.
- 11. Bar and Beverage Operations**
This module includes knowledge of the underpinning reasons for and benefits of responsible service of alcohol reforms, information on the beverage family, the art of mixology, wine appreciation and the bar control system.
- 12. Business Communications**
This module concentrates on successfully communicating ideas. Deals with communicating on the phone and other mediums to promote products and services, conflict resolution, plan and manage meetings as well as preparing and delivering presentations.