

# WORK-STUDY DIPLOMA IN HOTEL & RESTAURANT MANAGEMENT

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## MODULE OBJECTIVES

### Core Modules

#### **Rooms Division Management**

On completion of the module, trainees should be able to manage front office and housekeeping operations, monitor room availability, manage room inventory to maximise profitability, and implement risk management plan.

#### **Hospitality Business Communication**

On completion of the module, trainees should be able to apply appropriate communication technique in their interaction with guests, and at staff briefing and meeting, using both oral and written forms.

#### **Food and Beverage Management**

On completion of the module, trainees should be able to supervise Food and Beverage (F&B) business operation, manage guest's dining experience and implement quality control in restaurant.

#### **Customer Relationship Management and Analytics**

On completion of the module, trainees should be able to manage guest relation and database, and analyse data for trends and service enhancement.

#### **Hospitality Cost Control**

On completion of this module, trainees should be able to implement internal control techniques to prevent wastage, theft and loss of revenue, as well as monitor cost control measures and provide feedback on vendor service levels.

#### **Social Media Marketing in Hospitality**

On completion of this module, trainees should be able to market hospitality products and services on technology and social network platforms.

#### **Organisational Behaviour in Hospitality**

On completion of this module, trainees should be able to lead and cultivate collaborative and productive working relationships, as well as provide support for organisational diversity and conflict resolution at the workplace.

#### **Systems and Design Thinking**

On completion of this module, trainees should be able to determine gaps in service delivery, execute service delivery strategies and evaluate the effectiveness of service delivery process to ensure smooth service operations. Some key systems used in the front-of-house and back-of-house operations and how they connect with each other will also be covered.

### **Strategic HR and Change Management**

On completion of this module, trainees should be able to apply employee engagement strategies in a climate of labour shortage, manage team performance, as well as provide support for organisational changes. Topics on the employment cycle and how to manage change for the benefit of the organisation will also be covered.

### **Revenue Management**

On completion of this module, trainees should be able to provide information on business performance, analyse operations data and performance targets based on guest demand patterns and competitor activity, as well as execute pricing strategies.

### **Company Project**

On completion of this module, trainees should be able to address an issue affecting their workplace and propose solutions to resolve the issue by leveraging on the skills and knowledge gained throughout the course.

### **On-the-Job Training I**

On completion of this module, trainees should be able to apply the relevant skills and knowledge acquired in the first year of study to perform operational roles in Front Office, Housekeeping and Food & Beverage areas.

### **On-the-Job Training II**

On completion of this module, trainees should be able to take on supervisory responsibility and perform operational roles in Front Office, Housekeeping and Food & Beverage areas with minimal supervision for a holistic view of the operations and the inter-connection of various departments.

### **On-the-Job Training III**

On completion of this module, trainees should be able to review the processes/workflow in the operations and recommend value-added changes to innovate and improve the workplace.

# LIST OF COMPETENCIES

LIST OF COMPETENCIES FOR DIPLOMA IN HOTEL & RESTAURANT MANAGEMENT		Company to indicate tasks to be provided
	Recommend bespoke tour itinerary and activity to guest	
2.	Provide front office services	
3.	Supervise front office operation	
4.	Provide housekeeping and laundry services	
5.	Supervise housekeeping operation	
6.	Monitor team compliance with safety and risk management procedure	
7.	Manage guest query and request	
8.	Conduct briefing and presentation	
9.	Manage written communication	
10.	Supervise F&B business operation	
11.	Manage guest's dining experience	
12.	Implement quality control in restaurant	
13.	Organise function and event	
14.	Execute F&B promotion (includes event and merchandise)	
15.	Manage guest relation	
16.	Maintain Customer Relationship Management (CRM) system	
17.	Apply data analytics to identify trend and service enhancement opportunity	
18.	Propose cost control measure	
19.	Execute cost control measure (include manpower resources)	
20.	Manage vendor service level	
21.	Execute marketing plan	
22.	Market hospitality product and service on social media	
23.	Evaluate effectiveness of social media for marketing	
24.	Cultivate productive relationship for positive workplace dynamic	
25.	Facilitate team environment	
26.	Resolve workplace conflict	
27.	Provide team leadership and coaching	
28.	Determine gap in service delivery	
29.	Propose service enhancement solution	
30.	Execute service enhancement strategy	
31.	Evaluate service enhancement strategy	
32.	Conduct onboarding activities for new team member	
33.	Manage team performance	
34.	Provide support for staff development	
35.	Execute organisational change	
36.	Provide data and analysis to support pricing decision	
37.	Execute pricing strategy	
38.	Manage business demand of rooms and F&B services	