

# **NITEC IN TRAVEL & TOURISM SERVICES**

## **Electives (Inter-disciplinary)**

### **Introduction to Hospitality Guest Services**

On completion of this module, students should be able to provide various guest services in the hospitality industry, specifically concierge and bell services.

### **Entrepreneurship Essentials**

On completion of the module, students should be able to source new information from multiple sources, brainstorm ideas to find novel approaches to draft out a business plan through identifying business opportunities and applying marketing mix strategies with sound financial analysis.

### **Social Media Marketing**

On completion of the module, students should be able to apply online media tools to execute the organisation's social media marketing strategies.

### **Robotic Process Automation for Business**

On completion of the module, students should be able to appreciate the applications of Robotic Process Automation (RPA) and be equipped with RPA skills to automate repetitive business processes and operations.