WORK-STUDY DIPLOMA IN HOTEL & RESTAURANT MANAGEMENT

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.