

ADVANCE DIPLOMA IN HOSPITALITY MANAGEMENT

COURSE DETAILS DESCRIPTION

Course Code	Course Title	<u>Course Description</u>
ISASP/HM/301	Special events marketing	<ul style="list-style-type: none"> ○ Define marketing terminology, and apply marketing fundamentals to a festival or special event. ○ Demonstrate how marketing a service such as a festival differs from marketing a product. ○ Apply a systematic approach to the evaluation of an event marketing strategy. ○ Develop a marketing plan for a festival. ○ Apply concepts of consumer behaviour and customer satisfaction. ○ Use business tools such as SWOT analysis to assess the viability and sustainability of an event. ○ Develop an integrated communications strategy to sell the event. ○ Evaluate the success of an event from an economic and social perspective.
ISASP/HM/302	Food and beverage controls	<ul style="list-style-type: none"> ○ Introduction to foodservice industry ○ Responsible foodservice ○ Foodservice procedures ○ Event planning ○ Beverage service laws and regulations ○ Beverage trends ○ Pricing and purchasing ○ Basics of beer, wine, and liquor
ISASP/HM/303	Wine appreciation	<ul style="list-style-type: none"> ○ Grape Varieties ○ Winemaking ○ Wine Varieties ○ Why Are There So Many Wine Varieties? ○ Wine Tasting Process

		<ul style="list-style-type: none"> ○ What To Look For In Your Wine ○ Wine Pairings: Wine & Food ○ How To Serve Wine ○ Proper Wine Storage
ISASP/HM/304	Catering management	<ul style="list-style-type: none"> ○ Scale and size ○ Product & service development ○ Menu planning & pricing ○ Working with the client ○ Culture & cuisine
ISASP/HM/305	Security and loss prevention	<ul style="list-style-type: none"> ○ Explain the importance of a comprehensive approach to risk management and outline the business case for managing risk. ○ Discuss the security and safety responsibilities of hotels. ○ Explain the key issues in developing and setting up a hotel security program. ○ Identify slip, trip, and fall risks in hotels, describe hotel fire risks, and explain safety risks and concerns pertaining to hotel water systems. ○ Discuss losses that affect all hotel departments, including employee and guest theft. ○ Summarize the business case for employee safety, discuss strategies for managing employee safety, and explain how a hotel can establish a safety committee. ○ Describe how hotels can appropriately respond to bombs and bomb threats, fires, hurricanes and typhoons, tornadoes, floods, earthquakes, tsunamis, blackouts, robberies, medical and dental emergencies, and terrorism. ○ Outline a viable media relations response in the event of an emergency situation.

		<ul style="list-style-type: none"> ○ Explain how insurance can help hotels minimize their financial expenses due to losses and summarize considerations in purchasing insurance.
ISASP/HM/311	Hospitality facilities management	<ul style="list-style-type: none"> ○ Demonstrate a basic understanding and appreciation of hospitality facilities in relations to their existence, design, associated costs, management tools, and environmental concerns. ○ Discuss the role of hospitality facilities. ○ Compare and justify costs associated with hospitality facilities. ○ Consider the impact of facility design on facility management. ○ Relate to management's responsibilities. ○ Describe facilities maintenance and repair. ○ Consider maintenance management systems. ○ Discuss computerized and Internet-based facilities management. ○ Discuss budgeting for POM and utilities. ○ Explain contract services. ○ Describe responsibility accounting. ○ Explain CapEx management. ○ Argue the need for facilities benchmarking. ○ Justify personnel management in maintenance. ○ Consider training and certification. ○ Discuss motivations for Environmental Concern. ○ Consider waste minimization and management. ○ Relate conservation and management. ○ Discuss water management. ○ Discuss transport within the hospitality industry. ○ Discuss land-use planning and management. ○ Consider involvement of different stakeholders. ○ Discuss design for sustainability
		<ul style="list-style-type: none"> ○ .Relate to the need for partnerships
ISASP/HM/312	Aesthetic awareness	Aesthetics, design, phenomenology, moments of consumption, servicescape, hotels, cosmopolitan consumers
ISASP/HM/313	Services marketing	<ul style="list-style-type: none"> ○ Introduction to Marketing

		<ul style="list-style-type: none"> ○ Product Development ○ Marketing Communications ○ Social Media and Sponsorship ○ Developing a Marketing Plan
ISASP/HM/314	Dining room service	<ul style="list-style-type: none"> ○ Introduces the principles, concepts, and systems of professional table service. Topics include dining room organization, scheduling, and management of food service personnel. ○ Identify and utilize equipment and supplies used in table service. ○ Specify the five types of table service and the serving sequence for each type of service. ○ Explain the relationship of wait staff to customers and their perception of the establishment ○ Properly prepare dining room and side station for service. ○ Employ principles of dining room organization, scheduling and management of food service personnel
ISASP/HM/315	Convention management	<ul style="list-style-type: none"> ○ Overview of the elements of the hospitality industry, discussion of current issues facing Convention & Visitors Bureaus, Exhibitions, Convention Services Managers, Vendors/Suppliers and Group management. Opportunity to interact and network with current members in the industry. Discussions of current industry trends and related career options.
ISASP/HM/316	Practical Class	Internship training on hospitality and Hotel management