



**PAN AFRICA SKILLS
& CONSULTING LTD**

**Honours (Higher) Diploma
on
Hospitality Management**



Your opportunity to study to gain skills and knowledge and achieve a successful career in the rewarding and varied areas of hospitality, hotels and tourism.

This Programme covers a wide and interesting variety of subjects, in a practical and helpful way, in hotel operations and management, tourism and travel. As well as including teaching on advanced motivation, management and leadership and strategic matters, it offers the opportunity to cover a wide range of business subjects or to focus on the exciting field of event management (or to study and cover both areas!) The possession of an Honours Group Diploma demonstrates knowledge and ability and indicates that the holder has the competence, understanding and potential to become a successful senior manager, administrator or executive.

The Programme comprises of four key 'courses'; there are three (3) compulsory/mandatory courses of study and one (1) option/elective, as follows:-

Compulsory/Mandatory

- Hotel Operations & Management
- Tourism & Travel Management
- Advanced Management & Administration Theory & Practice

PLUS one** of:

- Business Management & Administration

OR

- Events Management

**both elective Subjects may be studied if preferred - ask the College for details.

Summarised details of each course comprising the Honours Diploma: -

HOTEL OPERATIONS & MANAGEMENT

- Hotels: their functions and types, ratings and categories.
- Hotel locations, sizes and standards; facilities provided by hotels.
- Types and categories of hotel guests and their motivations for travel and visiting hotels.
- Planning the provision of hotel services; the organisation and management structures of hotels.
- Hotel products: accommodation, food and beverages; tangible and intangible features, various services.

- Marketing hotels and methods of selling hotel products; brochures, the internet, websites.
- Recruitment and staffing in the hotel industry, responsibilities and requirements.
- Hotel front offices: duties of receptionists, reservations, check-in, check-out, guest relations.
- Guest billing, cashiering, complaints and dealing with them; product knowledge, staff attributes.
- Uniform staff and their duties.
- Hotel bedrooms, furniture, fixtures, decor, en suite facilities, occupancy, features.
- The duties of the housekeeping department, staff training, motivation, room inspections, servicing, linen, security.
- Hotel catering: purchasing, storing and issuing foodstuffs, security and protections.
- Food preparation, hygiene issues and concerns, food outlets, catering; kitchens.
- Hotel restaurants, their ambience, layout, types of menus, types of service, restaurant staff.
- Hotel beverages, sales in bars, restaurants, room service, minibars, additional guest services.
- Financial accounts and statements, hotel computer systems.
- Running a hotel as a successful business; ownership, profitability, starting a hotel.

TOURISM & TRAVEL MANAGEMENT

- Defining tourism; the reasons for tourism and motivations for travel.
- Types of visitors and travellers, types of tour organisations.
- The tourism industry: its structure, components and organisation.
- Tourism products and services; carriers, amenity and attraction providers, accommodation establishments.
- Tourism wholesalers and retailers.
- Tourist destinations, attractions, amenities and facilities; accessibility to tourism destinations.
- The national and international importance of tourism.
- Economic and social consequences of tourism, employment opportunities, effects on culture, income received from tourism, the income multiplier, invisible exports, the balance of trade.
- Developing tourism; investment, sources of finance - financial and other factors.
- Government involvement in tourism development, and potential government actions: tax and customs duties policies.
- Measurement of tourism, tourism statistics, SWOT analysis and information provided.
- More on development - the tourism framework: people, markets, destinations, routes; the tourism and resorts life cycle; infrastructure and superstructure.
- Tourism and travel markets: leisure and activity holidays, types of tours, sightseeing, cruising and cultural tours business travel, VFR travel, cultural, educational, health travel - the increasing range.

- Tourism operators: mass market, specialist, domestic, others; economics of tour operations, supplements and surcharges.
- Transport, carriers: air, rail, road, sea, inland.
- Accommodation and catering; the range, types and standards of accommodation.
- Rating and categories of hotels and other accommodation units.
- Consumer demands and changes in tastes, seasonality, pricing strategies and other issues.
- State promotion of tourism, national, regional and local tourist organizations.
- The roles of tour operators/travel agents and tourist information offices.
- Public and private tourism marketing; communications, the promotional mix, market research, sales planning and forecasting.
- Advertising and sales promotions campaigns, special offers and merchandising, displays.
- Tour brochures: types, sizes, importance, design and layout.
- Websites: internet marketing, comparison websites, in-line bookings and payments; social media and viral marketing, marketing opportunities on-line.
- A tourism and travel promotional campaign, from planning and review, through to strategy, marketing, advertising, literature, information, website and other promotions, media relations.

ADVANCED MANAGEMENT & ADMINISTRATION THEORY & PRACTICE

- The evolution of management theory, principles of management.
- The classical and early theorists; Fayol, Weber, Taylor, Mayo, scientific management, authority, discipline, modern developments.
- Organisational theory: objectives, categories, ownership, environmental factors and interaction.
- Open and closed systems theory.
- Coordination, cooperation, structure, control.
- Communication and communication theories and channels.
- Organisational structures, planning, growth and development, organisation charts.
- Systems and systems diagrams.
- Duties and responsibilities of executives, delegation, responsibility.
- Mission, vision, values, MBWA.
- Motivational theory: human relations, social psychology; self-realisation, motivation-hygiene, expectancy theory.
- The theories of Argyris, Maslow, McGregor, Likert, Herzberg, Vroom, Handy; intrinsic and extrinsic factors.
- Leadership theory: traits, style, contingency; theorists.
- Building and developing workgroups, group behaviour, norms, cohesiveness.
- Managing change, creating and managing culture.
- Moss Kanter, learning organisations and entrepreneurship.
- Strategic management; the theories of Fayol, Chandler, Andrews, Ansoff, BCG, Porter, SWOT.

- Environmental and competitive barriers to entry, industrial competitiveness.
- Corporate objectives, policies, business ethics, social responsibilities.

PLUS Either:

BUSINESS MANAGEMENT & ADMINISTRATION

- Capital and the financing of businesses, sources of capital, share issues.
- Working capital, cash and funds flow; revenue, income, expenditure, overheads.
- Business units: sole-proprietors, partnership firms, limited liability companies.
- Board of Directors, formation, responsibilities and duties.
- Business organisation; structure, reporting, spans of control.
- Business environment, trading enterprises; factors in business location.
- Planning and forecasting in business, the business plan; starting or taking over a business.
- Budgeting and budgetary control, the master budget and sub-budgets.
- Management of personnel: recruiting, selecting, inducting, training, controlling, remunerating.
- Motivation, human resources; health and safety in the workplace, communication, job analysis.
- Principles of selling, sales and marketing management, market research, sales promotion.
- Prices and pricing policy.
- Office management, office organization, set-up, equipment, data and information.
- Production management, production methods, materials handling.
- Credit, credit control, credit limits and bad debts; discounts: trade, quantity, others.
- Stock and inventory control, stocktaking. Purchasing and resourcing, suppliers.
- Financial accounting, books of account, interpretation, accounting ratios.

OR

EVENTS MANAGEMENT

- The events industry; categories, sizes and scopes of events.
- Events as projects, adapting project management techniques to arranging events.
- Event stakeholders and event creation, event feasibility, special features or factors of each event, event themes.
- The event manager: duties and responsibilities, skills, abilities and expertise needed; interpersonal communication skills, decision making skills, time management.
- Event teams: make-up and personnel; managing diverse groups and short-term teams, creative teams.
- Planning events: event concepts and purposes; vision and mission statements; event action plans and business plans, event documentation.

- Event strategy, setting SMART goals, SWOT analysis, lead and development and preparation time.
- Factors concerning event dates; factors concerning venue choice.
- Event budgets: forecasts and projections, developing the budget, budgetary control.
- Sources of income: entry and entrance fees, sponsorship, merchandise sales, concessions; event expenditure items.
- Event financial planning, accounting and control, event final accounts.
- Corporate sponsorship: what sponsorship involves, benefits for sponsors; identifying, targeting and approaching potential sponsors; sponsorship packages: components, pricing, costs.
- Sponsorship proposals, documentation, agreements or contracts; on-going relations with sponsors.
- Event venues: factors in venue selection and suitability: location, dimensions, environment, facilities, dates, availability; non-traditional venues; site visits.
- Event venue rental/hire prices, terms and conditions, rental agreements, booking.
- Food and beverages at events; organising supplies, services, equipment, furniture at event venues.
- Event programs and schedules: main, core, secondary, support and ancillary activities; the timing and sequencing of event activities; using Gantt charts, multiple and concurrent activities.
- Other scheduling factors: event ceremonies, contingency and emergency plans; the production of printed programmes.
- Legal issues and responsibilities, the meaning of copyright; features of legally binding contracts and agreements; performing rights; disability issues.
- Supplies of goods and services, quotations, purchase orders, licences and permits, sanctioning and permissions.
- Insurance for events: insurance contracts, insurance cover, claims, the meaning of indemnity.
- Event logistics: assessing the resources needed, ensuring flows of resources, materials and people; access, egress (exit) to events; litter and waste management; transport and electricity hazards.
- Safety, security and placement of equipment and services; sanitary facilities; information, safety and welfare signage and directions; site and venue maps.
- Event health and safety: the duty of care; undertaking risk assessments, risk control, accident prevention; crowd control and specific hazards presented by crowds, queue management; using barriers and fencing.
- Incident and emergency planning and procedures; evacuation routes; shows stops.
- Marketing for events, creating public awareness; market research and strategy, the marketing mix, marketing tools: printed materials, media advertising, online adverts, websites, viral marketing.
- Promoting events, promotional campaigns; post-event evaluation and reports, audience research.

- Starting and building an events business: reasons for starting up an events business; finding a niche, deciding which types of events to focus on, and the right business set-up.
- Event business considerations: making a business plan, capital and finance, working from home or renting premises; finding and securing clients, social media and websites, referrals, goodwill; charges and fees, accounting, insurance.

