Higher Diploma Programme in Tourism and Hospitality Management

Syllabus

Module: English Reading and Writing
Credit: 3

This module gives students integrated instruction on reading and writing with emphasis on critical reading skills, text analysis and process-writing practice. This module begins with introducing essential reading skills such as skimming, scanning, meaning guessing, followed by critical analyses of texts. Students will learn the essential English writing skills such as topic sentence, cohesion, cohesive markers, effective opening and closing etc. before they produce the drafts of their own essay/articles.

Module: English Listening and Speaking
Credit: 3

The topics include: General knowledge and skills; Fluency and accuracy in pronunciation; Global and gist listening; Situational listening and speaking; Strategies in listening; Critical skills in listening and speaking; Public speaking.

Module: Business Communication
Credit: 3

The topics include: Framework of business communication; Written communication strategies; Oral communication strategies.

Module: Chinese Reading and Writing
Credit: 3

本單元旨在讓同學掌握各種基本的閱讀與寫作能力，並具備搜集與組織相關學科資料的方法；從而為文化研究與中文傳意的學習打下穩固基礎。本單元分“閱讀”與“寫作”兩部分。
Module : Creative and Critical Thinking
Credit : 2
The topics include: Introduction to creative and critical thinking; Identifying problems; Brainstorming; Planning and evaluating alternatives; Implementing ideas; Exploring challenges; Drawing conclusions; Root cause analysis; process of Plan-Do-Check-Act (PDCA).

Module : Business Economics
Credit : 3
The topics include: Introduction to basic concepts; Theory of market; Theory of production; Market structures and profit maximization strategies; National income; Determination of income and output; Money and banking; Inflation and unemployment; International trade and finance.

Module : Principles of Management
Credit : 3
The topics include: Understanding internal and external environment of an organization; Social responsibility and business ethics; Foundations of planning and decision making; Fundamentals of organizing; Managing human resource and change; Managing groups and teams; Motivating employees; Leadership; Controlling the organization.

Module : Quantitative Analysis for Business
Credit : 3
The topics include: Introduction to statistics; Graphical presentation and frequency distribution; Probability; Sampling methods and central limit theorem; Confidence interval estimation and hypothesis testing; Simple linear regression and correlation; Business and financial mathematics.
Module : Introduction to Tourism and Hospitality Industry
Credit : 3

The topics include: Hospitality business and technological impacts; Travel and tourism industry, and its impact to global economy; Hospitality careers; Restaurant industry; Hotel industry; Club operation; Meeting and convention industry; Cruise industry; Casino hotels; Legal and ethical issues in the hospitality industry.

Module : Foundation of Human Resource Management
Credit : 3

The topics include: Overview of employees’ behaviours; Introduction to HRM; Managers’ roles in HRM; Human resources planning; Employee recruitment and selection; Employee training and development; Performance management in HRM; Employee compensation and benefits; Employment relations and occupational health & safety.

Module : Service Management in Tourism and Hospitality
Credit : 3

The topics include: Overview of service in tourism and hospitality industry; Application of the service quality gap model; Understanding service delivery process; Managing service encounters; Building customer loyalty; Managing service failure & service recovery; Managing supply and demand; Globalization of service.

Module : Financial Accounting and Control for Tourism and Hospitality
Credit : 3

The topics include: Introduction to hospitality accounting; Financial statements; Record business transactions; Updating the accounts; Completing the accounting cycle; Inventories and cost calculation; Financial statement analysis; Budgeting; Internal control.
Module : Marketing for Tourism and Hospitality
Credit : 3

The topics include: Marketing for hospitality and tourism; Service characteristics of hospitality and tourism marketing; Role of marketing in strategic planning; Marketing environment; Consumer markets and consumer buying behaviour; Market segmentation; targeting and positioning; Designing and managing products; Internal marketing; Pricing products; Distribution channels; Promoting products; Professional sales; Direct and on-line marketing; Destination marketing; Marketing planning and control.

Module : Information Systems in Tourism and Hospitality Management
Credit : 3

The topics include: System concepts and roles of MIS; Fundamentals of MIS; Reservation systems in the T&H industry; Hotel property management system; Point of sale system; Data communication and networking technology; Internet and World Wide Web.

Module : Hotel Front Office Management
Credit : 3

The topics include: Introduction to the lodging industry; Organization of room division department and front office; Basic knowledge in front office operations and responsibilities; Guest cycle, Safety and security issues in front office operations; Front office auditing and internal control procedure; Property Management System and other operational equipments; Service quality and dealing with guests’ problems.

Module : Housekeeping Management
Credit : 3

The topics include: Introduction to housekeeping management; Organization of housekeeping department; Management of inventory, equipment and supplies; Daily routines; Guestroom and bathroom cleaning; Uniform, linen and laundry room management; Cleaning chemicals and pest control; Cleaning public areas; Personnel
administration; Controlling operations; Safety and security.

Module : Principles of Food and Beverage Operations
Credit : 3

The topics include: Introduction to food and beverage operations; Organization of food and beverage department; Types of food and beverage service; Food production; Beverage provision; Sanitation and food safety issues in food service operations; Systematic approach to managing food service operations.

Module : Tourism Planning and Development
Credit : 3

The topics include: Introduction of tourism development theories; Relationship between development and tourism; Social & cultural impacts of tourism development; Approaches in tourism planning.

Module : Event Management
Credit : 3

The topics include: Introduction to event management; Event planning; Site and venue selection; Lodging, food & beverage and transportation arrangement; Tours and auxiliary services; Event programming; Integrated marketing communications; Human resource management and events; Generating revenue; Financial control; Risk management; Evaluation and research.

Module : International Destinations and Attractions Management
Credit : 3

The topics include: Major tourism destinations in the world; Visitor attractions in the tourism businesses; Development of visitor attractions; Management of visitor attractions.
Module : Project
Credit : 3

This is an integrated project which enables students to work as a group to make use of their knowledge and skills acquired from their studies. It aims to develop students' ability to undertake and complete an investigative work independently in an area of special interest that is relevant to the tourism & hospitality industries.

Module :  Management in Food Services*
Credit : 3

The topics include: Food service and its management; Operational control systems from supplier to customer; Restaurant facilities; Menu planning and design; Customer service and resource productivity; Measuring performance and making strategic decisions.

Module :  Legal Framework in Tourism and Hospitality*
Credit : 3

The topics include: Introduction to HK legal system; Licensing of hotel and travel agent; Employment protection laws; Principles of agency; Introduction to contract law; Negligence; Occupiers’ liability; International transportation treaties; Liabilities in the sale of food; Liabilities of hotel proprietors; Protection of privacy; Prevention of bribery.

Module :  Customer Relationship Management*
Credit : 3

The topics include: Strategic framework and scope of CRM; Principles of managing customer relationship; Informational technology of CRM; Selection of CRM systems; CRM system implementation; Measuring success.
Module : Internship*
Credit : 3

It is designed to equip students with real-world working experience for their future career in the tourism and hospitality industry. Students are required to complete the required number of working hours in travel, lodging or food service sectors, and prepare written reports at the end of their placements.

* Electives