

## **PGDTHM Module Synopsis**

### **1. Tourism Operations Management Applications**

This module aims to provide students with comprehensive skills and knowledge required to use a Global Distribution System (GDS) by Amadeus. It is an essential sales tool for travel professionals.

The system allows creating airline reservation for individual and/or group traveller and perform other functions like allocating seats, meal or facilities request, itinerary modification, mileage and mathematical calculation, metric and currency conversion, check calendar, date and time difference calculation, encode or decode city, airport, country, currency, state, province and airlines.

Assessment: 100% Continual Assessment

### **2. Hotel Operations Management Applications**

In this module, students will gain an insight into the workings of a property management system (PMS) used in the hospitality industry, introduced to operational aspects of the front desk department which include positioning of the front desk, selecting a property management system (PMS) and PMS applications.

Students will be equipped with the basic skills and knowledge to perform functions relating to hotel guest profiles, reservations, setting up special requests, assigning of rooms, checking in/out and guest accounts management.

Assessment: 100% Continual Assessment

### **3. Food and Beverage Operations**

The aim of this module is to provide students with an understanding of the operational aspect of a food and beverage establishment in the hotel industry.

Students will acquire practical skills and knowledge including table setting, napkin folding, cocktail concoction, table and in-room dining service.

Assessment: 100% Continual Assessment

### **4. Managing Service Excellence**

Having a robust customer service team and system is essential and key to any organization success, and it often plays an important role in client satisfaction.

This module aims to introduce students to the principles, concepts and models on service quality and excellence. Students will develop a deep understanding of what specific skills and strategies are needed through role playing and class discussion that lead to successful implementation of service quality in the tourism and hospitality organization.

Assessment: 100% Continual Assessment

## **5. Special Events Management Exhibition and Conventions**

This module will equip learners with the theoretical and practical knowledge spanning all areas of event management including, Event analysis and conceptualization; scoping and scheduling of even; Events marketing and promotion; Management of risk;

A key component of this module is the event project where students will have to apply the knowledge learned and execute the event from the initiating phase to implementation, planning, monitoring and control, closing and evaluation.

Assessment: 100% Continual Assessment

## **6. Tourism and Hospitality Marketing**

This module examines the role of marketing in a tourism and hospitality environment. The marketing topics provide an insight into the customer service approach in the tourism and hospitality service industry. A particular focus of the module is the effective linkage of marketing theory to communication tools.

The conceptual approach to marketing provides a simple yet comprehensive review of classical marketing approaches to the modern day scenario. The module engages local and international examples to give a realistic comparison of marketing as it is understood and situates many relevant case studies for further thoughts and discussion.

Assessment: 100% Continual Assessment

## **7. Entrepreneurship in the Hospitality Industry**

This program will enhance the entrepreneurial abilities and equip students with the relevant knowledge and skills required to be innovative in business. Besides learning from industry experienced experts, challenging projects will give the learning opportunity and experience to jump start your own project and define the future of hospitality new venture creations.

Assessment: 100% Continual Assessment

## **8. Hospitality Operations Management**

The aim of this operations management module is to help the students to acquire the core skills and knowledge that operatives, supervisors and managers need in order to lead and manage the people and operations in the hospitality businesses effectively and efficiently.

Students will learn from experienced faculty the new vision approach to hospitality operations management which is desirable in responding to the challenges and opportunities brought about by a rapid pace of change in skills, attitudes and competencies that the industry now requires.

Assessment: 100% Continual Assessment

## **9. Integrated Project - Industrial Attachment**

Industrial Attachment is an important aspect and component of a students' development. As a part of course curriculum, Tourism and Hospitality's students are expected to undertake a 6 month industrial attachment in the dynamic tourism and hospitality industry.

The aim of the Industrial Attachment is to enhance classroom learning experience through involvement in industrial and commercial exposure, thus enabling students to relate theoretical concepts with practical situations and at the same time develop and enhance professional awareness and communication skills of the students.

NIM will facilitate in the arrangement and process of student's entire Industrial Attachment. Student may opt do an Integrated Project in place of the Industrial Attachment. The Integrated Project provides an alternative opportunity for students to integrate their knowledge through application to a practical based class-room project within the selection of the student's choice of industry. Preferably, this project focuses on an identified management issues and/or opportunities of an organization.