



**ENDORSED LEARNING PROGRAMME**

**ACCREDITED BY OTHM, UNITED KINGDOM**

**LEVEL 4 INTERNATIONAL DIPLOMA IN HOTEL & HOSPITALITY MANAGEMENT**

**Qualification Aims**

This programme is designed for freshers, graduates and professionals and aims to offer a straight school to career path for people interested in the hotel, restaurant or the food industry. The course is helpful for those professionals who are already working in this industry and seeking to enhance their knowledge pertaining to both theoretical and practical content. This course is designed to provide students with in-depth practical knowledge on the Hotel Industry such as kitchen, front office, housekeeping, F&B production and F&B service operations. Integration of managerial modules on sales and marketing, basic accounting and financial management and customer service management enables learners to develop their knowledge of theories applicable to hospitality management. This is a unique programme that aims to integrate both managerial and practical skills pertaining to hotel and hospitality management.

**Qualification Outcomes**

The Level 4 International Diploma in Hotel and Hospitality Management is designed to provide a deeper understanding of front office, food & beverage service, food and beverage production and housekeeping operations in the hotel and hospitality sector. The integration of managerial modules makes the programme conducive to accelerate career advancement of learners with readily applicable practical as well as management skills. It combines practical experience with academic skills making it an ideal program for settling students in International Hospitality for life.

**Qualification Specifications**

<b>International Level 4 Diploma in Hotel &amp; Hospitality Management</b>	
Course Duration	1 Year
Total Credit Value	120 credits
Total Qualification Time	1200 hours
Guided Learning Hours	600 hours
Sector Subject Area	Hospitality
Overall Grading Type	Pass/Fail
Assessment Methods	Coursework
Language of Assessment	English



### Qualification Structure

Unit Ref. No.	Unit title	Unit level	UK Credit	ECTS	GLH	TQT
HHM04041	Principles of Food & Beverage Service	4	20	10	100	200
HHM04042	Principles of Food & Beverage Production	4	20	10	100	200
HHM04043	Customer Service Management	4	10	5	50	100
HHM04044	Front Office Operations	4	20	10	100	200
HHM04045	Principles of Housekeeping Operations and Management	4	20	10	100	200
HHM04046	Marketing Research and Sales Management for Hospitality Industry	4	20	10	100	200
HHM04047	Basic Accounting and Financial Management	4	10	5	50	100
		<b>Total credit</b>	<b>120</b>	<b>60</b>	<b>600</b>	<b>1200</b>

**GLH**- Guided Learning Hours

**TQT**- Total Qualification Time

**ECTS**- European Credit Transfer System

### Entry Requirements

For entry into the International Level 4 International Diploma in Hotel and Hospitality Management, learners must possess the following qualifications:

- Learner must have completed Grade 12 or equivalent qualification in any stream from a recognized national or state board in India or equivalent qualification abroad.
- or
- Learner must possess relevant Level 3 Diploma such as the International Level 3 Diploma in Hotel Management or International Level 3 Diploma in Hotel and Hospitality Management.



### **Progression**

Successful completion of International Level 4 Diploma in Hotel and Hospitality Management qualification will provide learners the opportunity to progress to International Level 5 Diploma in Hotel and Hospitality Management.

### **Assessment**

All units are internally assessed by the centre through coursework. Learners must demonstrate that they have fulfilled all the learning outcomes to achieve a pass for a unit and the assessor should provide an audit trail towards fulfillment of the learning outcome of learner through assessments and examination.

### **Recognition of Prior Learning**

Individuals with prior learning experience or skills are assessed and certified under Recognition of Prior Learning (RPL) Policy. The aim is to mainstream experienced workforce and align the competencies of the workforce to the formal qualification. Thereby, if individuals can showcase that they can meet the evaluation necessities for a unit or assessment, through exhibiting knowledge and current skill set or abilities, they are awarded a recognition of prior learning credit towards fulfillment of a qualification award or unit/module towards the award thereby reducing the number of units/modules the student has to complete to receive the award.

- The Board of Studies reviews whether the evidences provided are enough to prove that the scholar has met the basic criteria of assessment for achieving the specific qualification such as degree, diploma, certificate etc.
- By providing this, the scholar acknowledges that his/her skill set & knowledge that he/she has submitted is complete and hence doesn't have to submit an extra assessment during the course of his/her qualification.
- An evidence submitted while achieving the qualification will be an add-on advantage to the scholar, however, the submitted evidence must be true, sufficient, current, trustworthy and real.
- The recognition of prior learning cannot be used to provide evidence against awarding an entire qualification. However it can facilitate towards achievement of the qualification.
- An exemption to this can only be used while a scholar needs it for a particular purpose such as entry for a further study, job employment or training. The head of the department has to bring the information with the Principal of the Institute to avail such exemption.



## **UNIT SPECIFICATIONS**

### **Unit I: Principles of Food & Beverage Services**

Unit Reference Number	<b>HHM04041</b>
Unit Title	<b>Principles of Food &amp; Beverage Services</b>
Unit Level	<b>4</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### **TOPIC-I**

##### **Introduction to the Food and Beverage Services:**

- Introduction, history & modernization of catering industry.
- Introduction & classification of catering establishments.
- Introduction to the food and beverage services operations.

#### **TOPIC-II**

##### **Outlets of Food and Beverage Service Industry:**

- Introduction to outlets of food & beverages services sector.
- Description & detail of each outlet namely coffee shop, restaurant, banquet, bar, lounge, discotheque, nightclub, pub, bar, snack bar, kiosk, bistro etc.
- Brief description of ancillary areas of f&b services department such as still room, hot-plate, pantry, kitchen stewarding, wash-up area etc.

#### **TOPIC-III**

##### **Equipment of Food and Beverage Services**

- Identification, handling & operating f&b services equipment.
- Role & selection procedure of each equipment & tool.
- Definition, types, storage & maintenance of crockery, cutlery, glasses, tableware, flatware, hollowware & special equipment.
- Types & upkeep of linen, disposable & furniture.
- Fire, safety & emergency procedures.
- Introduction, types & handling fires and dealing with emergencies.



#### **TOPIC-IV**

##### **Food and Beverage Services Personnel**

- Hierarchy of f&b services department with a brief introduction to principal staff.
- Role & responsibilities of each f&b services personnel.
- Job descriptions & job specifications of the staff.

#### **TOPIC-V**

##### **Qualities & Coordination of F&B Services Department**

- Etiquettes & attributes of f&b services department's personnel such as personal hygiene, grooming, honesty, punctuality, discipline, loyalty, communication skills, salesmanship, food & local area knowledge, customer relations etc.
- Coordination of f&b services department with other major departments of the organization

#### **TOPIC-VI**

##### **Introduction to Meals**

- Role & importance of breakfast.
- Breakfast – classification, types of courses & cover setup.
- Description, importance & examples of brunch, lunch, hi-tea, dinner, supper & mid night meal.

#### **PRACTICALS**

- Identification & handling of cutlery, crockery, glassware, flatware, tableware, tableware etc.
- Handling salver (loaded & unloaded).
- Laying of table cloth & other linens on the table.
- Setting up the table & cover.
- Preparation of napkin folds.
- Handling telephonic reservation.
- Greeting, meeting & seating of the guests.
- Carrying, placing & removing cutlery/crockery.
- Service of water & change of ash tray.



**Suggested Reading List**

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS – Food
- Beverage Service Management – Brian Varghes
- Food & Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill.
- Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- Menu Planning- Jaksa Kivela, Hospitality Press
- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management – Brian Varghese - The Restaurant (From Concept to Operation)
- The Waiter Handbook By Graham Brown

**Unit II: Principles of Food & Beverage Production**

Unit Reference Number	<b>HHM04042</b>
Unit Title	<b>Principles of Food &amp; Beverage Production</b>
Unit Level	<b>4</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

**TOPIC-I**

**Introduction of Cookery**

- Introduction of modern cookery - nouvelle cuisine & haute cuisine.
- History of cuisine – Italian, French, middle east, Chinese cuisine
- Indian cuisine - regional cuisine of India.

**TOPIC-II**

**Understanding of Raw Material & Ingredients used in Cooking**

- Understanding of common ingredients use in cookery.
- Herbs & Spices, Cereals and Pulses, Fruits and Vegetables
- Milk and Milk Products: - Introduction, Types, Purchasing, Storing Considerations and their key uses in kitchen
- Salt - types of salt.
- Sugar - types of sugar, stages of sugar, uses & storage.



- Shortening & oils - types of fat, uses of fat, rendering of fat, types of oil, storage of fat & oil.
- Leavening method - classification of leavening, function of leavening & storage.
- Thickening & binding agent.
- Role & use of liquids such water, milk, honey etc & dairy products used in cookery.
- Eggs - types of eggs, methods of checking egg, different types of egg preparation & storage of eggs.

### **TOPIC-III**

#### **Kitchen Organization & Staffing**

- Introduction to kitchen organization.
- Kitchen organization chart of large & small hotel kitchen / kitchen brigade.
- Modern staffing in hotels
- Duty & responsibilities of various chefs & cooks.
- Interdepartmental co-ordination of kitchen with other departments.

### **TOPIC-IV**

#### **Hygiene & Sanitation in the Kitchen**

- Role & importance of personal hygiene in food production.
- Uniforms of chefs
- Protective Clothing
- Different color coding of chopping boards.
- Ares sanitation & chopping board sanitations.
- Chemicals used in kitchen.

### **TOPIC-V**

#### **Methods of Cooking**

- Effect of heat in nutrition of food.
- Heat transfer method - conduction, convection & radiation.
- Methods - dry heat method, moist heat method & combinations.
- Styles of cooking- baking, boiling, poaching, steaming, roasting, grilling, braising, broiling etc

### **TOPIC-VI**

#### **Tools & Equipment used in Food Production**

- Classification of equipment.
- Cleaning & maintenance of equipment.
- Storage & usage.
- Selection of equipment/quality check of equipment
- Knives, their usage, care & maintenance.



## **TOPIC-VII**

### **Basic Stocks, French Sauces, Soups & Salads**

- Stocks - introduction, elements, types, uses & storage, preparation.
- Sauces - introduction, elements, types, thickening agents, preparation of mother sauces, basic french sauces & derivatives, emerging trends in sauces.
- Roux - introduction, types, usage & storage.
- Soups- introduction, classification, ingredients, modern trends of plating & international soups
- Salads- introduction, composition, types, dressings, emerging trends.

## **TOPIC-VIII**

### **Fuels & Safety in the Kitchen**

- Safety Procedures in the kitchen
- Fuel – Types, Usage and Precautions.
- Fire - Introduction, Types and handling fires and usage of extinguishers;
- Basic First Aid- Burns, Scalds, Cuts

## **PRACTICALS**

- Identification & handling of tools & equipment.
- Segregation of food materials.
- Basic cuts of vegetables.
- Preparation of roux, slurry, liaisons etc.
- Preparations of French basic sauces.
- Stock preparation.
- Basic methods of cookery - poaching, grilling, roasting, baking, stewing etc.
- Egg cookery - basic preparation of eggs.
- Three course of Indian & continental menu.
- Understanding Personal Hygiene & Kitchen Hygiene
- Grooming for Professional Kitchen – Do's & Don't's
- Understanding kitchen Layouts.

## **Suggested Reading**

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
- Cooking Essentials for the New Professional Chef
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell
- Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu





- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- The Professional Chef: Le Rol A. Polsom
- Theory of Catering By Kinton & Cessarani
- Theory of Cookery By K Arora, Publisher: Frank Brothers

### **Unit III: Customer Service Management**

Unit Reference Number	<b>HHM04043</b>
Unit Title	<b>Customer Service Management</b>
Unit Level	<b>4</b>
Total Qualification Time	<b>100 hours</b>
Guided Learning Hours	<b>50 hours</b>
Unit Credit UK	<b>10</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### **TOPIC-I**

##### **Principles of Consumer Behaviour in Tourism & Hospitality Industry**

- Main theories of consumer behavior in Tourism & Hospitality Industry
- Consumer behavior in the tourism & hospitality industry

#### **TOPIC-II**

##### **Principles of Managing Customer Relations**

- Explain the importance of customer relations in the tourism and hospitality industry.
- Define the different functions within tourism and hospitality organisations that are linked to customer relations.
- Analyse the factors that influence the management of customer relations in the tourism and hospitality industry.

#### **TOPIC-III**

##### **Nature and Importance of Customer Service**

- Characteristics of excellent customer service in the tourism and hospitality industry.
- Assess the relationship between customer service and business performance in the tourism and hospitality industry.
- Consequences on hospitality businesses of ineffective management of customer complaints.



#### **TOPIC- IV**

##### **Principles of effective customer relationship management.**

- The nature of purchasing decisions and the principles of effective customer relationship management.
- Explain approaches to consumer decision making.
- Assess the factors that influence consumer purchase decisions in the tourism and hospitality industry.
- Recommend how to enhance customer relations for an organisation in the tourism and hospitality industry.

#### **TOPIC- V**

##### **The importance of teamwork in the context of managing customer relations.**

- Describe the characteristics of effective teams.
- Explain the importance of team working in the tourism and hospitality industry.
- Explain how managers can promote effective team working in the tourism and hospitality industry.

#### **TOPIC- VI**

##### **Understanding Legislation**

- Describe areas of legislation governing the licensing of hotels, restaurants
- Introduction to Indian Hospitality & Related Laws in India Introduction, Legal Perspectives, Key Issues, The legal requirements Prior and at the time of doing Hotel Business.
- Doing Hotel Business in India, Business Contracts, Hotel Licenses and Regulations, Hotel Insurance
- Introduction and Overview of Labour Laws, Hospitality Laws, Public Health and Environmental Laws
- Food Legislation and Liquor Licensing

##### **Suggested Reading List**

- Hudson, S. and Hudson, L. (2012) *Customer Services in Tourism and Hospitality*. London: Goodfellow
- Buttle, F. and Maklan, S. (2015) *Customer Relationship Management: Concepts and Technologies*. 3<sup>rd</sup> Edition. London: Routledge
- Gronroos, C. (2007) *Service Management and Marketing: Customer Management in Service*. Oxford: John Wiley & Sons
- Harris, E. (2013) *Customer Service: A Practical Approach*. London: Pearson
- Hotel Law by Amitabh Devendra , Oxford University Press
- Hotel & Tourism Laws by Jagmohan Negi
- Related Guidelines & Reports from Ministry of Tourism, Govt of India



## Unit IV: Front Office Operations

Unit Reference Number	HHM04044
Unit Title	Front Office Operations
Unit Level	4
Total Qualification Time	200 hours
Guided Learning Hours	100 hours
Unit Credit UK	20
Mandatory/Optional	Mandatory
Unit Grading Structure	Pass/Fail

### TOPIC- I

#### Tourism

- Meaning – definition and measurement of tourism.
- Classification – recreation, leisure, adventure, sports, health etc.
- Socio – economic benefits of tourism.
- Adverse effects of tourism.
- Basic components and infrastructure.
- Itinerary, passport and visa – Basic information.

### TOPIC- II

#### The Hospitality Industry

- History and development of lodging industry – International.
- History and development of lodging industry – India.
- Defining the term – Hotel.
- Reasons for travel.

### TOPIC- III

#### Classification of Hotels

- Based on Size, Location, and Length of Stay.
- Levels of Service, Ownerships and Affiliations.
- Referral Hotels, Franchise and management contracts.
- Chain Hotels.
- Target Markets.
- Alternate Lodging facilities.



#### **TOPIC -IV**

##### **Organizational Structure of Hotels & Lobby Arrangements**

- Small.
- Medium.
- Large.
- Layout and equipment in use in the lobby.
- Handling VIPs.
- Duty Rota and work schedules
- Uniformed Service.

#### **TOPIC -V**

##### **Front Office Organization**

- Basic Layout and Design.
- Departmental Organizational Structure.

#### **TOPIC- VI**

##### **Front Office Personnel**

- Departmental Hierarchy.
- Attitude and Attributes and Salesmanship.
- Job Descriptions and Job Specifications of Front Office Personnel.

#### **TOPIC -VII**

##### **Front Office Operations**

- The Front Desk- Equipments in use.
- The Guest Room- Types and Status Terminology.
- Key Controls.
- Tariff plans.
- Types of rates.

#### **TOPIC -VIII**

##### **Front Office responsibilities**

- Communication – internal and interdepartmental.
- Guest services – basic information.
- Guest history – maintenance and importance.
- Relationship marketing.



## **TOPIC -IX**

### **Reservations**

- Need for reservations, definitions, importance of reservations.
- Types of reservations.
- Sources and modes of reservations.
- Individual and group bookings
- Booking instruments – Whitney slips, Whitney racks, Density Charts, Booking diary, Conventional charts, A & D register etc.
- The Reservation Cycle.
- Hotel Reservation Systems, CRS, Inter-sell agencies, Internet applications.
- Overbooking, amendments and cancellations, Group Reservation: Sources, issues in handling groups. Procedure for guest check in, and baggage handling,

## **TOPIC -X**

### **Telecommunications & Equipments**

- Equipments – Room Rack, Mail Message, and Key Rack, Reservation Racks, Information Rack, Folio Trays, Account Posting Machine, Voucher Rack, Cash Register Support Devices, Telecommunications Equipments
- Communication skills – common phrases in use.
- Conversations over telephones.

## **TOPIC- XI**

### **Special Provisions for Guests, Safety, Security & First Aid**

- Guest room features for differently abled – added features and modifications,
- Public Areas: Wash – rooms, restaurants, main entrance etc. added features and modifications. Situation Handling/ Service Design, for typical Market Segment (Safety, security & Comfort);
- Airlines crew guest rooms, single lady guests, Children. The Concept and Importance, Safety:
- Accidents, Fires (Cause, Procedure, Accident report form),
- Security: Security of Guest/ Staff/ Public areas/ Rooms/ Back office areas,
- First Aid: Concept and Emergency Procedures (Heart Attack, Fits, Burns, Fainting, Fractures, Scalds, Artificial respiration

### **Practicals**

- Identification and familiarisation with front desk equipments and Performa's.
- Skill to handle front desk operations i.e guest reservations, guest arrival (FIT and groups) including baggage handling
- Skills to handle to telephones at the reception- receive/ record messages.
- Skills to handle guest departure (fits and groups)



- Preparation and study of countries, capitals, currencies, airlines and flags chart
- Role play:
  1. At the porch, Guest driving in Doorman opening the door and saluting guest; Calling bell boy
  2. At the Front Desk: Guest arriving; greeting & offering welcome drink and guest interactions.
- Develop an understanding about requirements of different guests, with children, business travellers, single woman traveller, differently abled travellers and acquaint the learners with procedures like expression about sharing of hotel services and facilities to guests, employees as brand ambassadors of hotels, managing guest interactions effectively.

**Suggested Reading List**

- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasvan & Brooks

**Unit V: Principles of Housekeeping Operations and Management**

Unit Reference Number	<b>HHM04045</b>
Unit Title	<b>Principles of Housekeeping Operations and Management</b>
Unit Level	<b>4</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

**TOPIC -I**

**Introduction of Housekeeping Department**

- Description & introduction to housekeeping department.
- Organizational structure of a small, medium & large hotel.
- Importance of housekeeping department in hospitality industry.
- Role of housekeeping in guest satisfaction & repeat business.

**TOPIC -II**

**Organizational of Housekeeping Department**

- Layout of housekeeping department & it's areas of responsibility.
- Hierarchy of housekeeping department in small, medium & large size hotel.
- Coordination of housekeeping with other departments.



- Duties & responsibilities of housekeeping department.

### **TOPIC -III**

#### **Staffing in Housekeeping Department**

- Personality traits of housekeeping staff.
- Job description & job specification of housekeeping personnel
- Job analysis of the department.

### **TOPIC -IV**

#### **Planning of Housekeeping Operations**

- Planning process of the housekeeping operations.
- Duty roaster & work schedule followed in h.k. operations.
- Forms, formats, records & registers used in various housekeeping operations.

### **TOPIC -V**

#### **Hotel Guest Rooms**

- Types of guestrooms.
- Standard layout of a single, double, twin & suit room.
- Importance of the guestroom to a guest.
- Guest room status.
- Guest floor rules.

### **TOPIC -VI**

#### **Cleaning Science**

- Characteristics of a good cleaning agent, PH scale,
- Types of cleaning agent, cleaning products (Domestic and Industrial),
- Cleaning Equipment: Types of Equipment, Operating Principles, Characteristics of Good equipment (Mechanical/Manual),
- Storage, Upkeep, and Maintenance of equipment,
- Care and Cleaning of Different Surfaces: Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering, Stain Removal.

### **TOPIC - VII**

#### **Housekeeping Procedures**

- Cleaning Schedules, Cleaning Methods, Briefing, Debriefing, Proceeding for Days work,
- Keys & Their Classification, Inventory of Housekeeping Items,
- Indenting from Stores, Housekeeping control desk: Importance, Role, Co-ordination, check list, key control.
- Handling Lost and Found, Forms, Forms and registers used in the Control Desk,



- Paging systems and methods, Handling of Guest Requests,
- General operations of control desk.

## **TOPIC – VIII**

### **The Guest Room Servicing**

- Cleaning of Guest Rooms & Bathrooms: Daily cleaning of (Occupied/ Departure/ Vacant/ Under Maintenance/VIP rooms (Systematic Procedures),
- Special Cleaning,
- Weekly Cleaning /Spring Cleaning, Evening service/ Turn Down Service,
- System & procedures involved,
- Forms and Formats, Replenishment of Guest supplies and amenities,
- Use of Maids Cart & Caddy.

### **PRACTICALS**

- Sample layout of various guest rooms.
- Guest room supplies & their placement.
- Chamber maid's trolley.
- Identification of cleaning chemicals.
- Identification of housekeeping cleaning tools.
- General cleaning in an organization.
- Cleaning different surfaces such as glass, metal, furniture, ceramic etc.
- Identification and familiarisation with cleaning equipments and agents.
- Cleaning of different surfaces e.g. windows, tabletops, picture frames under beds, on carpet, metal surfaces, tiles, marble and granite tops.
- Develop an understanding about basic Housekeeping procedures like Briefing, De Briefing, dealing with Lost & Found, Key Control, Forms & Registers at Control desk of Housekeeping

### **Suggested Reading List**

- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
- Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill.
- Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
- Housekeeping and Front Office – Jones
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke





## **Unit VI: Marketing Research and Sales Management for Hospitality Industry**

Unit Reference Number	<b>HHM04046</b>
Unit Title	<b>Marketing Research and Sales Management for Hospitality Industry</b>
Unit Level	<b>4</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### **TOPIC- I**

#### **Introduction to Marketing**

- Needs, Wants and Demands; Products and Services; Markets; Marketing;
- The Production Concept, The Product Concept, The Selling Concept,
- The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

### **TOPIC- II**

#### **Role and Function of Marketing in Hospitality Industry**

- Analyse the importance of marketing in the tourism and hospitality industry.
- Explain the roles and responsibilities of marketing professionals in the tourism and hospitality industry.
- Explain the marketing management process in the tourism and hospitality industry.

### **TOPIC- III**

#### **Service marketing approach in the tourism and hospitality industry.**

- Review the principles of the services marketing approach.
- Evaluate the benefits of the services marketing approach for the tourism and hospitality industry.
- Review the aspects of services marketing in the management of tourism and hospitality organisations.



#### **TOPIC- IV**

##### **Public Relations, Sales Management and Integrated Marketing Communication**

- The Marketing Communications Mix,
- The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations,
- The Public Relation Process, Personnel Selling, Direct Marketing, Technology and its applications in Marketing.

#### **TOPIC- V**

##### **Principles of Sales Management in Hospitality Industry**

- Understanding latest trends in sales management, organisation, budgeting, planning, recruiting, training of Sales Dept
- Organization and Roles of Sales Managers
- Recent Trends impacting sales managers
- Ethics in sales
- Sales Planning, Budgeting and forecasting
- Recruitment , selection, training and compensation of sales managers for staff.

#### **TOPIC- VI**

##### **Research in Hospitality Industry**

- Explain the need for market research in tourism and hospitality organisations.
- Conduct market research using primary data relating to the tourism and hospitality industry.
- Collate and analyse secondary data relating to the tourism and hospitality industry using the principles of market research.

##### **Suggested Reading**

- Bowie, D. and Buttle, F. (2011) Hospitality Marketing: Principles and Practice. Abingdon: Routledge
- Kotler, P., Bown, J. and Makens, J. (2013) Marketing for Hospitality and Tourism. London: Pearson



## **Unit VII: Basic Accounting and Financial Management**

Unit Reference Number	<b>HHM04047</b>
Unit Title	<b>Basic Accounting and Financial Management</b>
Unit Level	<b>4</b>
Total Qualification Time	<b>100 hours</b>
Guided Learning Hours	<b>50 hours</b>
Unit Credit UK	<b>10</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### **TOPIC I**

#### **Understand the Function of Accounting within the Hospitality Industry**

- Clarify the purpose of accounting and finance in the context of a tourism or hospitality organisation.
- Explain the difference between partnership and a limited company.
- Explain the difference between the private sector and the public sector in terms of ownership and objectives.

### **TOPIC- II**

#### **Basics and Terminology**

- Accounting: Business Transaction and Basic Terminology,
- Need to Study Accounting, Accounting functions,
- Purpose of Accounting Records,
- Accounting Principles – Concepts and Conventions.

### **TOPIC III**

#### **Be able to prepare documents involved in financial transactions based on accounting principles.**

- Account Records: Principles of Double Entry System
- Journal Entries, Ledger, Subsidiary Books
- Cash, Sales & Purchase books
- Bank Reconciliation statement.

### **TOPIC IV**

#### **Prepare a Statement of Comprehensive Income and a Statement of Financial Position.**

- Financial Statement: Basic Financial Statements,
- Trial Balance



- Preparation of Final Accounts, Basic Adjustments to final Accounts,
- Methods of Presenting Final Accounts Practical Problem,

**Suggested Reading**

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accounting Earnest B. Horwath & Luis Toth