

POSTGRADUATE DIPLOMA IN HOSPITALITY MANAGEMENT

FALL SEMESTER

Module name	ECTS	Component courses
Management immersion module		<p>>>Principles of finance >>Principles of marketing >>Principles of management >>Principles of operations All new master's students will take this module before beginning the core courses. These serve as refresher courses for someone who has been out of school for some time or as courses which help to acquaint you with the central and essential aspects of the subjects on which you will build and diversify during the master, as well as to brush up on key terminology if English is not your first language.</p>
Professional Skills module		<p>>>Communication Skills >>Professional Development All continuing master's students will take this module to prepare for their final thesis and defence, which are both at the end of this final semester. The module also contains a session on communication skills, the giving and receiving of feedback in particular to support and enhance the open peer assessment on the master's programmes.</p>
Hotel management and operations	13	<p>>>Hotel Management This module offers a truly practical perspective on the strategic aspects of hotel management, and on its importance to the successful operations of hotels.</p> <p>Leadership</p> <p>>>Staffing This module highlights the importance of Human Resources to the development of successful hotels, covering the essential aspects from recruitment and selection to incentives and rewards.</p> <p>>>Quality management This module introduces strategies in hospitality management that elevate and measure the level of quality for both customers and employees. Students will learn how to implement the SERVQUAL model within a hospitality organization.</p> <p>>>Food and beverage management This module highlights the specific management challenges and opportunities in managing a bar, lounge or food service establishment. It includes the specifics of cost control, purchasing, and also processes such as the service sequence, order taking and service-ware handling.</p> <p>>>Revenue management >>MICE MICE is a competitive arena. To be successful, your event needs to not only be different; it must appear different before it even takes place. It must also go smoothly, and this requires an ability to plan, market, finance, organise and execute the process seamlessly.</p>
Client relationship management	4	<p>>>Customer service management This module aims to help students identify, understand & implement quality customer service, and recognize barriers to its delivery. We will discuss methods of attracting, retaining and motivating customers and explore how employee satisfaction and loyalty are directly related to guest satisfaction and loyalty.</p> <p>>>CRM Every brand is looking for engagement, but in seeking to facilitate that sustainable relationship between a brand and its customers, many marketers end up losing track of the basics and squandering the opportunity to really connect. This module provides strategies to approach engagement with a bird's-eye view of the principal stakeholders in the customer journey.</p>
Professional communication skills	5.5	<p>>>Negotiation Skills The aim of this course is to help the student understand and control emotions through a system of decision-based negotiation. It teaches us how to ignore the siren call of the final result, which we can't really control, and focus instead on the activities and behaviour that we can and must control in order to negotiate with the pros.</p> <p>>>Presentation Skills >>Conflict Resolution The module aims to introduce current thinking and practice in the field of conflict resolution, conflict management and conflict transformation, including conflict prevention and peace-building. Can conflicts be prevented, and how are they brought to an end? Is it possible to deal with the root causes of conflict?</p>