

## Advanced Diploma in Hospitality Management

Awarded by SHRM

### Module Synopsis – Year 2

#### **HCM23020 Front Office Management I**

Front Office Management describes the operations and procedures involved in managing the Front Office area of a hotel / lodging establishment. This module is designed to provide students with a better understanding of the various topics covering the front office operations and reservations department. It will also develop an understanding of how the reservation department relates to the front office and how they operate to enhance the guest experience. Students also learn vital selling techniques to convert inquiries into reservations. Students are ensured a thorough understanding on the concept, organization and practical aspects of the front office department in a hotel and the importance of a front line in any other organization.

**Assessments:**

Progress Test: 40%

Final Exams: 60%

#### **HCM23021 Front Office Operations and Services I**

This practical module is conducted in conjunction with Front Office Management I. It allows students to put into practice what they have learnt in the theory classes.

**Assessments:**

Final Exams: 100%

#### **HCM27040 Research Methods**

The module covers the key issues arising from independent research. Students will be expected to collate and manipulate primary and secondary data to compile reports. Harvard Referencing will be revisited to give students a thorough grasp of how to select and quote supporting material. Qualitative data will be manipulated with exposure to SPSS. Quantitative methods will cover interviewing and the value of surveying, action-research, case studies and historical research as sources of data. Focus will be placed on bringing a variety of data from multiple sources to analyse narrow hypotheses.

**Assessments:**

Essay: 40%

Research project: 60%

### **HCM26030 Fundamentals of Financial and Management Accounting**

This course provides an introduction into the fundamentals of Financial Accounting and Management Accounting. However, the course shall focus more on the accounting function internal to organizations. The Financial Accounting component includes a general introduction into the different uses of Financial and Management accounts, Profit & Loss statements, Balance Sheets and Funds flow statements, analysis and interpretation of financial statements. The accounting equation  $Assets = Shareholders\ Equity + Liabilities$  shall also be examined. Management accounting is concerned with the analysis of and accounting for costs, management planning, decision making and control. Students shall cover concepts and tools covering areas such as budgeting and variance analysis, working capital management, types and costs behaviour, costs allocations, absorption costing, cost volume profit analysis and marginal costing for decision making.

#### **Assessments:**

Progress Test: 40%

Final Exam : 60%

### **HCM26020 Principles of Management**

This module begins with an introduction to management with numerous classical management theories. Subsequently, students will learn about the organisation culture with application of business management systems, the understanding of decision making that can be done with the appropriate methods of management planning and practices. Students will need to understand the organisation's structure and the causes of management change. Finally students learn about the leadership of groups and teams and methods to motivate employees with efficiency. The objective of this module is to provide students with a concise and accessible introduction to the principal ideas and developments in management theory and practice. The module covers the important elements for Principles of Management studies.

#### **Assessment:**

Individual Project (Case Study based): 30%

Final Examination: 70%

### **HCM26010 Hotel Law**

Students are introduced to hotel and employment law in the Singapore context. Students will cover topics like innkeeper's responsibilities for loss/injury to guests, guests' property, employment act, employer-employee relationship, and Occupier's Liability Act.. Students will be able to have a basic understanding of the laws pertaining to the hotel industry and employment act of Singapore. This benefits them in preparing for employment in the working industry.

#### **Assessments:**

Project Analysis 15%

Project 30%

Progress Test: 15%

Final Exam : 40%

### **HCM23022 Front Office Management II**

In Part 2, the front office module covers various topics of communication and guest services, the security and lodging industry, front office accounting, and check-out procedures. It will help students to learn to assess, organize or re-structure the front office functions that are so critical to guest satisfaction and to the smooth operation of the hotel. Additionally, students will learn to optimize rates by applying effective yield management strategies to maximize a property's profitability. It provides students with all the tools in the Opera software in order for students to gain knowledge and skills such as handling reservations, checking guests in and out, assigning rooms, managing room inventories, accommodating in-house guest needs, and handling accounting and billing. Additionally, students will understand PMS aids in running the hotel operations at a greater level of productivity, profitability, and reliability than ever before. The course covers other issues such as front office accounting and night audit as well as the evaluation of current systems and maintaining hotel standards.

#### **Assessments:**

Progress Test: 40%

Final Exams: 60%

### **HCM23023 Front Office Operations and Services II**

This practical module is conducted in conjunction with Front Office Management II. It allows students to put into practice what they have learnt in the theory classes.

**Assessments:**

Final Exams: 100%

### **HCM27020 Human Resources Management**

Students will learn about labour law, roles and the functions of a human resources manager position in depth. They also analyse and study the needs that give impact to individuals, organizations and use theories of human resource management, organisation, interpersonal skills and communications. Students will study the rules that will make an impact on the work environment, the terms and conditions at work, and the rights of employees and employers that exist in the work place. At the end of the module, students will be able to understand the importance of the Human Resource Department in any organization, and in relation to the hospitality industry. It helps students to understand the rules and regulations applied to an organization and the roles played. Students will then be able to study the relationship between employee and employer within the organization.

**Assessments:**

Project Analysis 15%  
 Project: 30%  
 Progress Test: 15%  
 Final Exam: 40%

### **HCM25010 Hospitality Economics**

Economics is an important tool used in a wide range of disciplines including the hospitality industry, law, public policy, business, wildlife management and agriculture. In this course, the core concepts of economics (both microeconomics and macroeconomics) shall be covered. As this is a general introductory module, the course will start initially, covering the fundamental microeconomics principles, before progressing into macroeconomic concepts. Some fundamental microeconomic principles covered include scarcity and choice, concept of opportunity costs, demand and supply functions and their determinants, equilibrium point, concept of elasticity – price, income and cross elasticity and a general discussion on market structures – perfect competition, monopoly, monopolistic competition and oligopoly. In macroeconomics the areas covered include national macroeconomics goals, circular flow model and determination of national income including a brief introduction into Keynesian theory. Other areas also include international trade, business cycle and inflation and unemployment. Throughout the course, examples shall be drawn from the hospitality industry and current events. Equipped with the tools introduced in this course, will provide a basis upon which students may build more advanced economics, business or other social science courses. On successful completion of the course, students should have a better understanding of economics and the modern economy in general and they should also be better equipped to analyze and interpret contemporary economic policy issues.

**Assessments:**

Progress Test: 40%  
 Final Exams: 60%

### **HCM27030 Hotel Operations Management**

Students will learn to develop an understanding of the technical aspects of food service operations relating to food production and service as well as knowledge about different sectors of the industry: marketing, human resource management and accounting. Students will be introduced to the recent changes and development in the food service industry throughout the world. The students will learn about the planning and design of food service and production systems, combining research and concept development including the issue of quality systems and the management perspective to the issues of service, quality, protecting assets and improving profitability. Topics discussed also include assets, managing capacity and labour productivity.

**Assessments:**

Project Analysis 15%  
 Project 30%  
 Progress Test: 15%  
 Final Exam: 40%

### **HCM27010 Hospitality Accounting**

A pre-requisite to this module is HCM26030 where students acquired a foundation in reading and interpreting financial statements and costs terminology. Areas such as budgeting, absorption costing, break-even analysis and decision making using marginal costing would have also been covered. Students in this module will explore deeper into the concepts and practices used in internal accounting and management decision making using advanced structured analysis techniques and tools with reference and examples from the hospitality and service industry. Topics include relevant costing, transfer pricing and other pricing techniques such as bottoms-up pricing, investment decision making using techniques such as discounted cash-flow and cost of capital, and areas in revenue management to achieve maximum yield.

#### **Assessments:**

Progress Test: 50%  
Final Exams: 50%

### **ENG26010 Business Communications**

The module covers business communication and the key documents required to develop a thriving and successful business. Several key documents are introduced in this module (e.g reports, proposals, critical reviews) with practice of the written forms of communication being central to this course. It provides the opportunity to put theory into practice. Focus on the recruitment process is also heavily emphasised from résumé writing through to the job interview stage.

#### **Assessments:**

Essay:	50%
Mock Job Interview:	25%
Critical and analytical review of Mock Job Interviews:	5%
Final Exams:	50%

### **HCM23030 Housekeeping Management**

This module introduces students to the role of the Housekeeping Department in hospitality operations, focusing on the planning and organizing of the various supporting areas in the department. It provides students with the opportunities to evaluate a hotel's current "back of the house" operations and understand the management systems needed to provide a comfortable and competitive property for a hotel's guests. In addition, students should be able to service and inspect guestrooms, perform night-turn down service, inspect public areas, as well as handle security and safety concerns. The module is designed to reinforce students' ability to control expenses, manage inventories and their systems, and organize the Housekeeping, Laundry, Maintenance and Engineering departments for maximum efficiency and profitability. Students will learn "Best Practices" approaches to systems for achieving optimal results in guestroom quality and laundry/linen/terry standards that will either meet or exceed the operational Quality Assurance standards, energy conservation, and daily and preventive maintenance and repairs. On the practical side, students will learn basic procedures in making beds and understand the importance of hygiene, sanitation and cleanliness in a hotel's standards.

#### **Assessments:**

Progress Test 1: 25%  
Progress Test 2: 25%  
Final Exams: 50%

### **HCM27050 Event Management**

This module aims to deepen the students' understanding of the principles and practices of managing events and measuring their impacts on economy, society, culture and the environment. Students should be able to determine the logistic and safety requirements for an event, apply for the necessary licenses and permits, prepare event materials, develop floor plans, and carry out post-event follow-up. In addition, the module will help students to develop the skills needed to become a successful event manager. It will arm the students with skills to design, plan, market, and stage an event. Students will also learn project management skills to manage staff and staffing problems and to ensure the safety of everyone involved. It will also include and explore areas including legal compliance, risk management, financial control and successful event evaluation.

#### **Assessments:**

Progress Test: 30%  
Final Exams: 70%

**HCM26040 Marketing in the Hospitality Industry**

This course module consists of a perspective of the marketing function in an organization in the hospitality industry and its role and responsibility in developing an integrated hospitality-marketing program. The module focuses on concepts and applications of Service Marketing, Yield Management and Service Quality. Students will be able to have an advanced understanding of marketing management for hospitality organizations. The course intends to provide knowledge of marketing management and strategy development to cope with today's rapidly changing environment where it is crucial to improve any hospitality firm's competitive position. Students will be exposed to case studies to develop the ability to analyse, identify, interpret and present information in qualitative and quantitative terms, which will lead to decision making.

**Assessments:**

Case Study 1 (Group presentation): 20%  
Case Study 2 (Individual Report) : 20%  
Final Project and Presentation : 60%

**TRA24000 Project**

This module is designed to provide students with the opportunity to apply the knowledge and skills that they have acquired in their studies and use them to organise, plan, manage and execute a real-life event of their choice. Students will be split into teams to manage the different areas of an event including budgeting, marketing, service operations and culinary. The focus of this programme is to provide the students the opportunities to exercise team work, leadership skills, decision-making, coordinating, planning, organizing, managing and marketing the event. Students should be able to explain the event planning process and its outcomes; the importance of an event budget and also how to prepare time line charts, work schedules, obtain quotations, and engage the relevant personnel for an event. The event project also enables students with the necessary skills such as social, technical and communications to work effectively and efficiently in executing the event successfully. This gives students the exposure to opportunity of access and progression to a wide range of alternative employments in the industry in the near future.

**Assessments:**

Final Assessment: 100%

**TRA24000a Internship**

Our hospitality internship offers exciting opportunities for students to gain work experience in one of the most dynamic industries in Singapore. The school will assist students to find Internships in hotels and resorts, tourist attractions, or the food and beverage industry. Some examples of such positions include front-of-house, back-of-house, kitchen, and guest services. Although this Industrial Attachment is critical in the learning journey of students, it does not form a mandatory component in any of SHRM's programme in order for the student to graduate. The Industrial Attachment is subject to interviews by the proposed attachment company as well as approval by the relevant government authorities.

**Assessments:**

Final Assessment: 100%