Part-Time Diploma in Business Practice (Hospitality Management)

COURSE SYNOPSIS
The part-time diploma in Business Practice (Hospitality Management) aims to support the needs of the hospitality industry by providing adult learners a more flexible option to obtain your diploma certificate and a pathway for your career development and progression or further education. The curriculum structure is modular, allowing you the flexibility to customize the pace of learning according to your requirements and needs.

TARGET AUDIENCE
Service professionals in the hospitality industry.

ENTRY REQUIREMENTS
Applicants should possess the one of the following combinations of qualification and work experience:

- 3 GCE 'O' Levels passes in relevant subjects with at least 3 years of relevant work experience;
- NITEC (GPA 3.5 and above) with at least 2 years of relevant work experience;
- Higher NITEC with at least 1 year of relevant work experience;
- Relevant WSQ Diploma with at least 3 years of relevant work experience.

Applicants who do not meet the entry requirements but are assessed by Republic Polytechnic as potentially suitable candidates may, at the discretion of the Polytechnic, be considered for an entrance interview. Applicants with relevant skills and knowledge obtained through some form of prior learning (e.g. academic or industry certification) and work experience are encouraged to apply for the course.

Fees Payable (inclusive of GST and subsidy)  Modular Certificate Fee  Total Course Fee
Singapore Citizen (WTS scheme)*  $169.38  $846.90
Singapore Citizen (40 years & above)  $288.90  $1,444.50
Singapore Citizen (SME-sponsored)*  $309.78  $1,548.90
Singapore Citizen (below 40 years old)  $442.98  $2,214.90
Singapore Permanent Resident  $1,194.12  $5,970.60
Others  $3,004.56  $15,022.80

* WTS refers to Workfare Training Support Scheme.
^ Singapore Citizens (40 years & above) fees apply for those 40 years and above.
Course fees accurate as of 1 July 2016, subjected to review yearly.

Course Commencement Date: April/October Intakes
Course Duration: 900 hours, 2.5 years
Course Venue: Republic Polytechnic Campus

Republic Polytechnic Campus

Academy for Continuing Education@RP
Applicants should possess the one of the following ENTRY REQUIREMENTS:

Service professionals in the hospitality industry.

TARGET AUDIENCE:

Your requirements and needs.

The curriculum structure is modular, allowing you the flexibility to customize the pace of learning according to your requirements and needs. The part-time diploma in Business Practice (Hospitality Management) is designed to inculcate you with the service mindset as well as the theoretical and practical concepts related to the various segments within the hospitality and tourism industry as well as the industry trends and practices. Topics covered include study of the structure of the tourism industry, the micro and macro-economic impact of tourism, examination of the stakeholders of tourism, tourism trends, impact of globalization on the hospitality and tourism industry, strategies employed in the management of hospitality enterprises, the tools of managerial decision-making in hospitality and hospitality best practices.

MODULE SYNOPSIS

1. Certificate in Service Management

a. Customer Relationship Management

In today's competitive marketplace, managing customer relationships or Customer Relationship Management (CRM) is critical to a company's profitability and long term success. To be customer-focused, sales, marketing and service executives need to understand the rationale and process of building profitable relationship with valued customers. This CRM module examines how a firm's resources, information and processes can be managed strategically to foster greater customer intimacy and loyalty. Topics covered include the value of CRM to both customers and corporate growth in the 21st century; differentiation of customers through CRM databases; collaborative strategies with customers; performance measurement of CRM initiatives and the challenges in establishing a profitable customer centric enterprise.

b. Service Quality and Professional Etiquette

Excellence as opposed to mediocrity is what gives an organization the edge over its competitors. This module is designed to inculcate you with the service mindset as well as to acquaint you with the theoretical and practical concepts on service quality, adapted from a service excellence framework, based on leadership, strategy, people, process and measurement. Topics covered include service culture, service blueprinting, measuring service quality and service empowerment. This module will equip you with useful skills and knowledge to provide excellent service to the customers in your future jobs.

2. Certificate in Hotel Management

a. Hospitality & Tourism Management

The Hospitality and Tourism Management module aims to equip you with a basic understanding of the hospitality and tourism industry. You will acquire a broad overview of the structure and concepts related to the various segments within the hospitality and tourism industry as well as the industry trends and practices. Topics covered include study of the structure of the tourism industry, the micro and macro-economic impact of tourism, examination of the stakeholders of tourism, tourism trends, impact of globalization on the hospitality and tourism industry, strategies employed in the management of hospitality enterprises, the tools of managerial decision-making in hospitality and hospitality best practices.

b. Rooms Division Management

This module will introduce the concept of revenue management which is a key function in any hospitality business. You will understand the importance of profitably managing limited and perishable capacity essence.

c. Hospitality & Professional Etiquette

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• Contact Centre Operations

The contact centre industry is one of the fastest growing industries in Asia. According to analysts, the revenue for contact centres in China alone is expected to grow at an annual rate of 20.9%. In India, it is estimated that the need for trained and qualified employees to work in a contact centre is estimated to reach one million by 209. As Singapore contact centres strive to achieve excellent customer service by resolving customer issues at the point of contact, the need to train and develop contact centre professionals becomes critical.

The focus of this module is to introduce you to the operation management of Contact Centre. The emphasis will be in four core areas which include the Business Plan, People, Technology and Standards & Processes. This module will equip you with the necessary skills, tools and knowledge to better assimilate into the Contact Centre. Topics covered include Contact Centre Technologies, Contact Centre Recruitment, Workforce Management Processes, CCA Standard Framework, Quality Monitoring and Service Improvement.

• Customer Relationship Management

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**Entrance Requirements**

Applicants should possess one of the following combinations of qualifications:

- **Higher NITEC** with at least 1 year of relevant work experience;
- **3 GCE ‘O’ Levels** passes in relevant subjects with at least 3 years of relevant work experience;
- **Extension Certificate** Industry (ECAI) Industry certification and work experience are encouraged, be considered for an entrance interview.

Case studies and current real-world examples are introduced to help you learn the role of each staff member in maintaining high-quality service, discover secrets to keeping the front office profitable, emphasizing guest safety and key control guidelines, and understanding the impacts of the latest technology on the operations and management of the Rooms Division.

- **Rooms Division Management**

  The Rooms Division module is designed to equip you with a comprehensive understanding of the function, organization and management of the Rooms Division department. The focus is on the core activities of the Rooms Division like Front Office and Housekeeping, and the related activities such as Security and Engineering Operations. The interrelationship between the Rooms Division and the other divisions within a hotel are also discussed and emphasized.

- **Hospitality Revenue Management**

  This module will introduce the concept of revenue management which is a key function in any hospitality business. You will understand the importance of profitably managing limited and perishable capacity essence. Topics will cover yield management techniques, forecasting, strategic analysis and overbooking situations.

- **Introduction to the Event Industry**

  This module adopts an integrated learning approach to give you an overview of the local events industry, as well as trends and developments, challenges and opportunities, stakeholder relationships, events team structure, critical event management processes and key success factors. Real-life scenarios will be used in problem packages to give you an insightful study of how various types of events are organized, managed and executed.

- **Event Operations Management**

  This module will help you to understand the principles and practices relating to planning, managing and staging of events, with an emphasis on event-related operations. You will learn to appreciate the importance of time frames, pre-event preparation, on-site management and post-event requirements in relation to the different scales and intended target groups of events.

  It is designed to provide you with the necessary skills to work in the events management sector and to fully understand the importance of a successfully-run event through interactive discussions, presentations, site visits. Topics include: Introduction of event logistics and the event team, developing an event framework and proposal, formulating event branding strategies, developing an effective programme, pre-event planning and logistical arrangements, managing onsite operations, post-event evaluations, usage of IT applications in events, and supplier management.

- **Meeting, Convention and Event Management**

  The module provides comprehensive concepts of the Meetings and Conventions industry, knowledge on conference programme development, venue setup, speakers and attendees management, marketing and promotion, and sustainability of these activities. This module also provide students with the technical-know how in creating, organising and managing special events which include festivals, fund-raising, sports and community events.

- **Hospitality & Tourism Management**

  The Hospitality and Tourism Management module aims to provide knowledge on the structure of the tourism industry, the industry trends and practices. Topics covered include study of the structure of the tourism industry, the segments within the hospitality and tourism industry as well as the industry trends and practices.

- **Medical Tourism Management**

  This module aims to acquaint you with an in-depth understanding of the wellness industry and its impact on lifestyle. You will discover the dimensions and components of the wellness industry and learn about the different demand and supply factors that define the wellness industries. You will gain insights into the many facets of wellness, from planning to development and from marketing to management. Topics will also cover the sub-sectors of the wellness industry and its contribution to the economy of Singapore and globally.

- **Wellness and Lifestyle Management**

  This module is designed to provide knowledge of managing a successful spa wellness operation covering front and back office procedures, facility and staff utilization, housekeeping, day-to-day operations and code of conduct. It will include essentials of product training, planning products and services menu, benchmarking across cultures, marketing and competitive positioning as well as inventory management. You will have practical training in these areas at the lab in Raffles Hospitality Centre.

- **Wellness, Lifestyle & Spa Operations**

  This module aims to give you an in-depth understanding of the different aspects of managing wellness and medical tourism in different economies. It will cover key drivers of growth and identify factors driving change. This will also include tracing the historical roots of wellness in Europe for cures to recent developments where wellness and medical tourism industry boomed in the past decade. Sectors covered in this module include resort, destination and mineral springs spa as well as retirement villages and medical spas.

- **Food and Beverage Management**

  This module introduces you to all aspects of food and beverage management. The steps to opening and managing a restaurant will be covered. These include location selection, interior design and menu planning, day to day operational concerns such as hygiene and sanitation, marketing, staff scheduling, motivation and management, service styles, customer service issues, and technological innovations.
• Catering Management

The module will allow you to have the opportunity to understand the importance of catering management, for both in-house and outside events. You will learn about revenue management for banquet space, food production, manpower planning and limitations of outdoor catering.

• Foodservice Facilities Design

This module gives an introduction to the basic concepts of foodservice facilities design and planning with an emphasis on restaurants. You will understand the concept of work flow, restaurant ergonomics and types of kitchen and restaurant equipment best suited for the restaurant concept and operations.

ACE@RP is the continuing education and training arm of RP. We promote lifelong learning amongst working adults so that they can remain valuable participants in a knowledge-based economy. ACE@RP offers various academic and executive programmes for aspiring professionals.