



HOSPITALITY & TOURISM MANAGEMENT

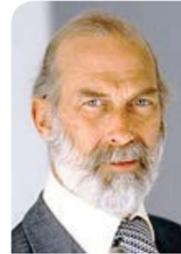
Developing Hospitality & Tourism Professionals in the
Business Center of Asia



Introducing LSBF in Singapore: Welcome to the World's Business School

London School of Business & Finance (LSBF) was founded with one mission: to prepare the global business leaders of tomorrow for leadership, excellence and success. We have campuses across the UK, Asia and North America, and are backed by an award-winning online learning platform, powered by InterActive.

London School of Business & Finance (LSBF) in Singapore was established in 2011 with the support of LSBF in UK, under the royal patronage, His Royal Highness Prince Michael of Kent GCVO.



LSBF offer full-time classes, part-time classes and studies through our interactive system from UK. With LSBF Online, our students will have access to hundreds of hours of lectures, all just a click away.

As a global institution, LSBF has grown exponentially; receiving numerous awards and accreditations in Singapore and boosts two impressive campuses, right in the heart of the Central Business District.



LSBF in Singapore equips its learners with the requisite knowledge and skills through 5 unique business units – School of Professional Education, School of Business, School of Hospitality, School of English, Chinese Business Studies as well as Executive Programmes.

With highly sought after trainers & facilitators, holistic learner services and resources, LSBF in Singapore is committed to break down geographical barriers by providing the highest quality British education to learners from every corner of the globe.



About LSBF in Singapore

We are delighted to bring the London School of Business & Finance to Singapore. With the support of our esteemed patron, His Royal Highness Prince Michael of Kent GCVO, our programmes aim to deliver an innovative, dynamic and career relevant education preparing our students to be leaders of the future.

Our Vision

To become the destination of choice for the world's most creative, talented and ambitious. We aim to bridge international boundaries and to provide individuals around the globe with an opportunity to achieve academic, personal and professional success.

Our Mission

It is our mission to prepare our students for leadership, excellence and success in the business and finance sectors. We believe that the best way to achieve this is to provide a personal experience for each student. We invest in our efforts in transforming our students into the most valuable professionals in the marketplace.

Desired Culture

A culture that thrives on communication, team spirit, forward thinking, vision and excellence which are derived from dynamic communications between the Management, the staff and the students.

Core Values

- **Communication**
We are committed to proactive, open and effective communication. We respect the rights and diverse needs of others.
- **Excellence**
We have a passion in transforming our students into dynamic professionals with a global perspective. We strive for excellence.
- **Team Spirit**
Our culture of team spirit is committed to achieve common goals and provide quality services to students.
- **Vision**
Our vision is to strive for excellence and we believe in the principle of education for all through our innovative programmes.
- **Integrity**
We will conduct ourselves with integrity and be accountable for our actions.

DIPLOMA IN INTERNATIONAL HOSPITALITY MANAGEMENT

Diploma in International Hospitality Management (DIHM) awarded by LSBF focuses on the latest development in the hotel and tourism industry. It will help students to identify and understand the techniques and theories implied in the hotel and tourism environment. Students will develop professional hospitality competencies such as food and beverage operations, hospitality accounting as well as good customer service skills through both class-room learnings and on-the-job training.

Who is the course for?

The programme is designed for students who are aiming to explore their careers in the hospitality industry or pursue higher qualification in the field of hospitality management.

Why Study with us?



On-the-Job Training (OJT)

A hotel and tourism course is not entirely complete without the On-the-Job-Training or Industrial Attachment (IA). Our philosophy is to integrate classroom studies with supervised practical work experience directly related to academic and career goals. Therefore we'll assist the students to get 6 months industrial attachment (IA) through our extensive network of industry partners and help the students to generate good hands-on experience for their future careers.



Highly-Experienced Lecturers

Our highly-experienced lecturers from the hospitality industry will deliver 8 core modules in the programme, providing students with a variety of knowledge from food operations to hospitality accounting. The diploma awarded by LSBF will lead the students who wish to obtain a higher qualification in the field of hospitality.



State-of-the-art city institute

Studying at our Singapore institute, located at Central Business District, you'll be right in the heart of the city, surrounded by excellent infrastructures and within easy reach of everything that Singapore has to offer. We are situated at Springleaf Tower and GB Building, just 5 minutes' walk from Tanjong Pagar MRT station.



Bright Future Outlook

Recent reports suggest that Singapore aims to attract 17 million visitors and create an additional 100,000 jobs by 2015. That's why we are bringing you to one of the global tourism hubs and provide you with this amazing study experience to help you develop the professional skills in this growing industry.

Industrial Attachment Partner

Our International Hospitality Management Programme students will benefit from the extensive network of industry partners LSBF in Singapore has established, ranging from leading international hotel and restaurant chains to partners within the local food and beverage industry.



Programme Information

Course Duration

Full Time classes: 6 months

Industrial Attachment: 6 months

Students attend lessons for a period of 6 months from Monday to Friday to complete 8 modules, plus 6 months Industrial Attachment programme.

Part Time classes: 12 months

Students attend 3-hr lessons 3 nights a week for a period of 12 months to complete 8 modules.

Contact Hours

33 hrs per module (full-time/part-time)

Teacher-Student Ratio

1:60

Course Intake

Full-Time: Every 2 Months

Part-Time: Every 3 Months

Minimum Academic Entry Requirement

- ▶ Three passes in Singapore-Cambridge GCE O Levels Examination; or
- ▶ Two passes in Singapore-Cambridge GCE A Level Examinations; or
- ▶ Completion of equivalent high school qualification (min year 11); or
- ▶ Pass in appropriate Foundation / Certificate programme; or
- ▶ Mature Entry Route (MER) minimum age of 21 plus work experience (2 year min) will be assessed on a case-by-case basis

Minimum English Language Entry Requirement

- ▶ Students must have achieved a grade D7 or better in English language O level, or
- ▶ Equivalent qualification e.g. IELTS 5.0 or TOEFL 500 or
- ▶ LSBF PCE Upper Intermediate (or equivalent programme)
- ▶ All international students for whom English is not their first language must provide evidence of their linguistic ability prior to receiving an offer for this course.

Exceptions

Students, who have other qualifications, will be assessed on a case-by-case basis.

Minimum Age

17 years or above

Course Fee

	International Student	Local Student
Full Time	S\$7500 (inclusive of GST)	S\$6000 (inclusive of GST)
Part Time	NA	S\$6000 (inclusive of GST)

Attendance Requirements

International Students: 90%

Local, PR, non-student pass: 75%

Assessment Requirements

- ▶ 100% examination
- ▶ 3 hour written paper
 - Section A – multiple choice
 - Section B – Short answers/ fill in gaps
 - Section C – Short essay questions

Assessment & Award of Diploma

To be awarded the LSBF Diploma in International Hospitality Management, students need to pass all the 8 modules in the programme and complete the industrial attachment of not less than 6 months or prepare and submit a written project within 3 months. Examinations will take the form of essay question papers and/or multiple choice question papers. To achieve a pass grade in each module, students must obtain an overall mark of at least 40% in the exam.



Module Outline

Customer Service

This module gives students a better understanding of what customer service is and how it can provide quality product or service that satisfies the needs/wants of a customer. It also emphasises the effective communication skills in customer relations and services. Students will learn how to deal with various customers, which is an integral part of tourism and hospitality studies.

Food and Beverage Operations

The aim of Food and Beverage Operations module is to provide students with an understanding of the operational and supervisory aspects of running a food and beverage operations for an international clientele in a range of establishments to encourage an appreciation of the origins of such systems and to understand the various factors involved in meeting customer needs. Students will gain an understanding of food and wine and its service in a variety of styles of restaurant and establishments and they will have sufficient knowledge to produce a detailed plan for specified food and beverage operations.

Food Sanitation, Safety and Health

This module makes an important contribution to the supervisory aspects of food hygiene and safety. Supervisors with food safety and health and safety responsibilities need to ensure that all staff operates in a safe, hygienic and efficient manner. The overall aims of this module are to ensure students are familiar with key aspects of current legislation, good practice and health, safety and food safety issues.

Housekeeping

The aim of Housekeeping module is to provide students with an overview of the range of functions within the facilities department of hotels.

Front Office Operations

This module introduces students to the systems and procedures required for Front Desk Office Operations. It emphasizes the importance of high standards in personal qualities and the provision of customer service. Students will develop knowledge and skills in reception procedures as well as understanding the key legislation that relates to reception procedures. They will also evaluate the suitability of different procedures for a range of hotel outlets.

Hospitality Accounting

This module will give students the knowledge, skills and techniques that will help with the management decision making process. It will look at the process and practices which take place within a hotel business environment and at the analytical skills required to understand accounting and financial information.

Introduction to Hospitality & Tourism

The aim of this module is to provide students with an understanding of the nature of hospitality and hospitality products from both local and international perspectives. It will ensure students acquire a holistic understanding the travel and hospitality industry, including the impacts of hospitality on destination economies, communities and fragile environments. Students will be expected to take a critical perspective on the effects of hospitality on their own country, and how hospitality can have a strategic developmental function.

Organisational Behaviour in Hospitality Industry

This is an introduction to the basic concepts and topics in organisational behaviour (OB). It focuses on OB at three levels: individual, interpersonal, and collective. Students will learn the individual level, covering decision-making, motivation, and personality and then turn to the interpersonal level, covering power, influence, and negotiations. Finally, the course will move up to the collective level, covering groups and managing change.

ADVANCED DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

The Advanced Diploma in Hospitality and Tourism Management is developed by London School of Business and Finance (LSBF) as a second-year course towards a progression route for students aiming for a higher qualification in the field of hospitality and tourism management.

Who is the course for?

The program is designed as a second-year course towards a progression route for students who already got their diplomas in hospitality and tourism related fields and aim for a higher qualification in this area. It's also an excellent choice for students who are already in the hospitality and tourism industry and desire to seek a higher position in their career paths.

Learning Outcomes

At the end of this programme, students are expected to develop a range of specific and generic skills, covering the following fields:

- Management within the Hospitality and Tourism Industry
- Marketing related to Travel and Hospitality
- Food and Beverage
- HRM
- Issues relating to the Industry

Why Study with us?

Highly-Experienced Lecturers

Our highly-experienced lecturers from the hospitality industry will deliver 7 core modules in the program, providing students with a variety of knowledge from food and beverage management to marketing in hospitality and tourism. The advanced diploma awarded by LSBF will lead the students who wish to obtain a higher qualification in the field of hospitality.

State-of-the-art city institute

Studying at our Singapore institute, located in the Central Business District, you'll be right in the heart of the city, surrounded by excellent infrastructures and within easy reach of everything that Singapore has to offer. We are situated at Springleaf Tower and GB Building, just 5 minutes' walk from Tanjong Pagar MRT station.

Bright Future Outlook

Reports suggest that Singapore aims to attract 17 million visitors by 2015. That's why we are bringing you to one of the global tourism hubs and provide you with this amazing study experience to help you develop the professional skills in this growing industry.



Programme Information

Course Duration

Full Time classes: 6 months (12 months with IA)

The course duration for full-time is 6 months, for students who go on IA, the duration is 6 months + 6 months IA and the students who fail to obtain placement on IA, the course duration is 6 months + 3 months additional course work.

Part Time classes: 12 months

Contact Hours

Full-time: 42 hours per module

Part-time: 33 hours per module

Teacher-Student Ratio

1:60

Course Intake

Full-Time: Every 2 Months/Modular

Part-Time: Every 3 Months/Modular

Minimum Academic Entry Requirement

Completion of Diploma in International Hospitality Management (or equivalent programme); or Vocational Diploma in relevant field of study; or Other equivalent qualifications

Minimum English Language Entry Requirement

Students must have achieved a grade C6 or better in English language O level, or the equivalent. All international students for whom English is not their first language must provide evidence of their linguistic ability by gaining a minimum level of IELTS 5.5 (Common European Framework B2) or equivalent, prior to receiving an offer for the course.

Exceptions

Students, who have other qualifications, will be assessed on a case-by-case basis.

Minimum Age

18 years old or above

Course Fee

International Students: S\$9500 (inclusive of GST)

Local Students: S\$7000 (inclusive of GST)

Assessment & Award of Diploma

Students must take and successfully complete all eight modules (or six and the Industrial Attachment) to be awarded the LSBF Advanced Diploma in Hospitality and Tourism Management. Students who fail to do so will be given a statement of results.

Students must achieve an overall passing grade of 40%. If students fail to achieve an overall passing grade, they will be permitted to retake based on the directions given by the examination board.

The assessment of each module consists of:

- Individual assignment or class test: 50%
- Examination: 50%

*Students will have the option to take Resort Management and Niche and Speciality Tourism (3 months) or take up a 6 months Industrial Attachment. Where students joining the programme have not previously taken up an Industrial Attachment they would be required to take this option.



Module Outline

Facilities and Maintenance Management

Facilities management is firmly established as an important subject in the academic discipline in the higher education sectors. This is because this subject introduces the balance of generic management skills core quality of an organization, the value and the risk in processes and to be focused on the facilities operations.

Food and Beverage Management

This module focuses on the analysis of the operations and determines the best course of action in food and beverage operations and management. It examines ways to maximise service efficiency and productivity to satisfy demands of today's guests. Topics also include organisation of food & beverage operations, marketing, nutrition, menu, pricing strategies, productions, service, cost control, facility design, layout and equipment.

Human Resource Management

This module will provide the students with an in-depth understanding of the strategic and coherent approach to an organisation's most valued assets - the people. The module will also focus on effective business practices such as performance and reward management in the hospitality and tourism industry.

Meetings, Incentives, Conferences and Events

This module introduces students to this sector of the tourism industry, and will cover both business and leisure events. The specific characteristics of the Meetings, Incentives, Conferences, Events sector (MICE) will be discussed, including impacts for tourism development, conference marketing, management of meetings and conferences and the growing importance of event tourism will be discussed.

Marketing in Hospitality and Tourism Management

This module will provide the learners with a wide understanding of the role of marketing and its application in the hospitality and tourism industries. It also helps the student to understand the marketing contexts better in achieving the organisations goals and objectives and also to maximise revenue and profit in a long term.

Issues in Hospitality and Tourism Management

This module covers the understanding how to identify emerging issues on the tourism and hospitality industry and examining their impact towards the hospitality and tourism industry. Students will be able to understand how important it is to tackle all the issues emerging in the hospitality and tourism industry because these issues really gives a great impact towards the industry.

Resort Management*

This module introduces students the function of management as an integrating activity within the hotel and resort sectors. It will investigate the principles behind the concepts of resort management including: quality management; operational strategies; performance and control systems. Students will also consider the use of revenue and pricing; principles of sustainability, effective marketing approaches as well as legal considerations.

Niche and Speciality Tourism*

Niche Tourism studies a wide range of forms of tourism that are becoming increasingly important for the tourism industry. The module covers: culinary and beverage tourism; health and medical tourism; and a wide range of speciality/niche types of tourism.

POSTGRADUATE DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

The Postgraduate Diploma in Hospitality and Tourism Management awarded by LSBF aim to focus on the latest developments in the hospitality and tourism industry. It will help the students to identify and understand the techniques and theory implied in the hospitality and tourism environment. Students are given emphasis on developing professional hotel competencies such as effective communication skills, good customer service skills, leadership, team work and other relevant professionalism topics related to the industry.

Who is the course for?

The program is designed for the students who are aiming to explore their careers in the hospitality industry or pursue higher qualification in the field of hospitality management.

Learning Outcomes

- To develop graduates with the necessary skills, knowledge to be immediately effective within the hospitality and tourism industry
- To develop in students a critical appreciation of the roles of managers within the hospitality and tourism industry
- To enable students to apply and evaluate managerial level decision making and problem solving
- To develop problem-solving skills, improve their ability to communicate and operate effectively as individuals within the hospitality and tourism organisation and as part of a team
- To enable critical reflection on the role of customer service, quality and productivity
- To evaluate and assess the critical challenges and changes in the industry

Why Study with us?

On-the-Job Training (OJT)

A hotel and tourism course is not entirely complete without the On-the-Job-Training or Industrial Attachment (IA). Our philosophy is to integrate classroom studies with supervised practical work experience directly related to academic and career goals. Therefore we'll assist the students to get 6 months industrial attachment (IA) through our extensive network of industry partners and help the students to generate good hands-on experience for their future careers.

Highly-Experienced Lecturers

Our highly-experienced lecturers from the hospitality industry will deliver 8 core modules in the programme, providing students with a variety of knowledge from food operations to hospitality accounting. The diploma awarded by LSBF will lead the students who wish to obtain a higher qualification in the field of hospitality.

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Programme Information

Course Duration

Full Time classes: 12 months
(inclusive of Industrial Attachment)

Learning Hours:

Full-time: 42 hours per module

Module Delivery Details

Face to face lecture

Teacher-Student Ratio

1:60

Course Intake

Full-Time: Every 2 Months/Modular

Part-Time: Every 3 Months/Modular

Minimum Academic Entry Requirement

- ▶ Completion of Degree from a recognized university; or
- ▶ Minimum age of 21 with a recognized Polytechnic Diploma (or equivalent) plus 3 years appropriate relevant work experience; or
- ▶ Other relevant qualifications

Minimum English Language Entry Requirement

Students must have achieved a grade C6 or better in English language GCE 'O' level, or the equivalent. All international students for whom English is not their first language and have not studied in an English language medium must provide evidence of their linguistic ability at IELTS 6.0 or equivalent.

Exceptions

Students, who have other qualifications, will be assessed on a case-by-case basis.

Minimum Age

21 years old or above

Course Fee

Available upon request to your LSBF representative

Assessment & Award of Diploma

Graduation Requirements

Students must complete all modules.

Grade		Percentage
Distinction	D	75-100%
Credit	C	55-75%
Pass	P	40-55%
Fail	F	0-39%

Students must take and successfully complete all eight modules (or six and the Industrial Attachment) to be awarded the LSBF Postgraduate Diploma in Hospitality and Tourism Management. Students who fail to do so will be given a statement of results.

Students must achieve an overall passing grade of 40%. If students fail to achieve an overall passing grade, they will be permitted to retake based on the directions given by the examination board.

The assessment of each module consists of:

- Individual assignment or class test: 60%
- Examination: 40%



Module Outline

Hotel Operations Management

Critically understand the nature, scope and diversity of the hotel industry, and to interpret the key components of hotel operations and the best practice in management. Trends and developments in Hotel operations will also be considered. The responsibilities of a hotel general manager, and procedures used to be an effective manager.

Food and Beverage Management

Provides a general overview of the industry. Explores the management and practical aspects of food and beverage production and service. The module will develop students understanding of the practical activities within the F&B sectors, as well as the key role played by management. Examines the management of the food and beverage element of Food Service operations and the varied approaches adopted across different sectors.

Marketing for Hospitality and Tourism

This module will provide the students with an in-depth understanding of the strategic and coherent approach to an organisation's most valued assets - the people. The module will also focus on effective business practices such as performance and reward management in the hospitality and tourism industry.

Meetings, Incentives, Conferences and Events

Develop an understanding of the role and importance of marketing in hospitality and tourism. The module is designed to help students to develop a greater understanding of services marketing, and how this may differ in this sector. The module is designed to provide students with theoretical knowledge, analytical skills and critical thinking, as well as the practicalities of marketing in this sector.

Hospitality Service Excellence

Introduces students to a customer-oriented approach to service management within the context of the hospitality industry. The paper explores fundamental theories of customer service, service quality and customer satisfaction. Develop students' understanding of the concept of hospitality service excellence, and its purpose and role in the modern hospitality industry.

Contemporary Issues in Hospitality and Tourism

This module is designed to allow students to consider the implications of a changing business environment upon the hospitality and tourism industry, and the strategic options to address these challenges.

Fee Protection Under The Insurance Scheme (FPS Insurance Scheme)

The Fee Protection Scheme (FPS) serves to protect students' fees in the event a private education institution is unable to continue operation due to insolvency, and/or regulatory closure. The FPS also protects students, if the private education institution fails to pay penalties or return fees to the students arising from judgment made against it by the Singapore courts. The FPS is applicable to all students regardless of nationality and the type of passes held by the students, i.e. dependent's pass, student's pass, work permit etc.

Visit www.LSBF.edu.sg/Fee-Protection-Scheme for more information.

Medical Insurance

LSBF has appointed AXA Insurance as the medical insurance provider. It is compulsory for all students to have medical insurance coverage for their hospitalisation and related medical treatments throughout their course duration.

Singapore citizens, permanent citizens and international students (not on the Student Pass) and Students under corporate sponsorship or corporate agreement between the private education institution and their sponsor organisations can be exempted from the medical insurance scheme if they can show proof that they are already covered by their own medical insurance.

For more information on the medical insurance coverage, please visit www.lsbf.edu.sg/medical-insurance

Refund Policy

Cooling-off Period

LSBF offers students a cooling-off period of 7 working days after signing their student contract. Do note out of goodwill, LSBF would provide student with maximum refund of 100% should the student withdraw within 7 working days after signing the student contract. After the cooling-off period, the Refund Policy would apply as follows:

% of [the aggregate amount of the fees paid under Clause 1.11 and 1.12]	If Student's written notice of withdrawal is received
70%	("Maximum Refund") More than thirty (30) days BEFORE the course commencement date
50%	More than fifteen (15) days but Less than thirty (30) days BEFORE course commencement date
15%	More than fifteen (7) days but Less than fifteen (15) days BEFORE course commencement date
5%	Less than seven (7) days BEFORE course commencement date or Less than fourteen (14) days AFTER course commencement date
0%	More than fourteen (14) days AFTER the course commencement date



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