

DIPLOMA IN HOTEL & HOSPITALITY MANAGEMENT

Prepare for an exciting career in the hospitality industry through the online Hotel Management course. Students on our online Hospitality Management program will undertake a Level 4/5 in Hotel & Hospitality Management 240-credit course (120 ECTS), designed to prepare students with the skills needed to be a competent employee in the hospitality industry. During the Hotel & Hospitality Management program, students will have the ability to access tutor support and webinars, a social learning forum, and additional materials to help in the completion of their diploma. Each module consists of 40 guided learning hours of material with an additional 30-50 hours' worth of optional materials that comprise of recommended exercises, recommended readings, Internet resources, and self-testing exercises. Upon passing the online assessments, students will be awarded a Diploma in Hotel & Hospitality Management from Ballsbridge University and will be able to top up to a bachelor's degree after taking extra 120 ECTS credits.

- To enrol in a Level 4 course, you must be at least 18 and have a full secondary education. Before enrolling in level 5, you must complete level 4.
- During the course of study for the Diploma in Hospitality Management, students will gain skills in food and beverage, supply chain Management, accounting and cost control, marketing in hotel and leisure, and more.
- Upon successful completion of the course, students can pursue positions at hotels, restaurants, resorts, and other associated properties in the Hotel and Hospitality industry.
- Top Up to a Bachelor degree in Hotel & Hospitality Management / Tourism & Hospitality Management by studying extra 120 ECTS credits.

LIST OF MODULES:

LEVEL 4

Food and beverage operations

Students will gain an understanding of the processes involved in food and beverage operations, including practical aspects of food and beverage production and service.

Food safety and hygiene

Students will understand the need to comply with regulations and effectively manage procedures for ensuring food safety.

Hospitality and hotel housekeeping

Students will understand the role of the housekeeping department within a hospitality setting. This unit will identify the importance of the housekeeping department and the impact it has on the hospitality operation.

Customer service

Students will be able to understand the importance of a customer focused hospitality establishment in a competitive environment by carrying out research on customers' requirements and expectations. Students will also gain skills to deliver excellent customer service and evaluate the benefits of exceeding customers' expectations.

Front office operations

Students will understand the role of the front office department within a hospitality setting. This unit will identify the importance of the front office department and the impact it has on the overall hospitality operation.

Accounting and cost control

Students will understand the principles of costing within hospitality and the contents of key financial statements used, along with the basic accounting techniques used to produce and analyse them.

Global tourism and hospitality

Students will understand the size and scope of the global tourism and hospitality industry. The unit examines the influences that affect it and the growth of its brands within international markets.

Marketing

Students will be able to understand the key principles of the marketing concept and relate the role of the marketing mix to the hospitality industry. Students will understand the marketing cycle and be able to devise a promotional campaign.

Employee engagement

Students will understand the concept of employee engagement and the key components. Students will be able to assess how employee engagement can have an impact on the overall business performance by introducing specific strategies and practices.

Training and CPD

Students will be able to use different methods for identifying the need for training in a hospitality setting. Students will understand how individuals learn in different ways and the importance of selecting the most effective training method. Students will then be able to plan, design, deliver and evaluate the effectiveness of a training session or program. The students will also be introduced to the concept of Continuous Professional Development and the need and relevance for it in a hospitality setting.

LEVEL 5

Food and beverage supply chain management

Students will understand supply chain systems and procedures, and how organisations use these to procure, produce and prepare food and beverages within the hospitality industry, both domestically and globally. This unit demonstrates how supply chain management is essential for efficient operation and for achieving a competitive edge.

Quality management

Students will be able to understand the concept of quality and quality management and apply it in a hospitality setting. Students will be able to analyse, evaluate and implement a quality management system in a hospitality organisation.

Events and conference management

Students will understand the operational issues that underpin successful events and conference management. This unit examines a wide range of events and discusses the processes and considerations involved.

Customer relations management

Students will understand the importance of Customer Relationship Management (CRM) to hospitality organisations and recognise the necessary processes to ensure its effectiveness.

Managing people

Students are able to gain an understanding of the key principles of management behaviour and a range of management styles, roles, responsibilities, characteristics and skills. Students will be able to understand the effectiveness of different organisation structures by studying the design and culture within a hospitality setting.

Current issues in HRM

Students will be able to understand the key principles of Human Resource Management (HRM) and the current issues Human Resource (HR) managers have to consider when carrying out their role and responsibilities. Students will also understand how current legislation has an impact on the HR function in Hotel and Hospitality Management.

Revenue management

Students will be able to understand what the key elements of revenue management are and how this affects the pricing of hotel bedrooms. Students will also be able to implement the practices of yield management in a hotel and set an overbooking policy.

Corporate social responsibility

Students will be able to understand key principles of Corporate Social Responsibility (CSR) and sustainable development. Students will learn about the impact hotels have on social, cultural and environmental factors and how the hotel industry can make a difference by implementing practices and procedures to be more sustainable.

Contemporary issues

Students will understand the nature and impact of current and potential Contemporary issues that affect the hospitality industry. This unit will demonstrate the need for organisations to be flexible and to adapt to rapidly changing environments and customer demands.

Business planning

Students will understand how to create a business plan for a hotel or hospitality organisation. Students will learn where the business is positioned in the current market, measure the performance and suggest opportunities for growth.

Tuition Fees:

Application fee - 50 EUROS (per student)

Level 4 Hotel & Hospitality Fee - 1500 EUROS

Level 5 Extended Diploma in Management - 1500 EUROS

Combined Level 4 + 5 - 2000 EUROS