



CSM ACADEMY
INTERNATIONAL



ADVANCED DIPLOMA
**TOURISM &
HOSPITALITY
MANAGEMENT**

**BEHIND
EVERY HAPPY GUEST**

IS AN EXPERIENCE WORTH REMEMBERING



Cert No. : EDU-3-3219
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www.csmacademy.edu.sg

ADVANCED DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT



INTRODUCTION

The current globalization enhanced by rapid advancements in Technologies - enabling easier reach of overseas destinations with lower price - results in the overall increase of The Diploma in Tourism and Hospitality Management program was developed based on the result of an informal market survey undertaken by the CSM Academy International to provide local and international students with the necessary academic knowledge of subjects in Tourism and Hospitality Management so that they are enable to embark on a career in Tourism and Hospitality Industry.

Successful completion of the Diploma in Tourism and Hospitality Management leads to an Advanced Diploma in Tourism and Hospitality Management to further acquire the knowledge and skills for specific roles in Tourism and Hospitality.

ABOUT CSM ACADEMY

CSM Academy was established since 2005 as a Private Education Institute to deliver Service Management programmes with a major focus on healthcare services education. It delivers multi-level courses ranging from Certification and Diplomas to Bachelor's and Master's Degrees. Other than healthcare, CSM Academy also provides educational courses across a wide range of other disciplines including biomedical research, digital media, and hospitality & tourism.

CSM Academy emphasises skills competency, applied workplace knowledge and service excellence, developing several of their own intellectual property programmes in Aged Care, Therapy Services and Biomedical Science, all designed to help students make a positive impact in the lives of someone else.

CSM Academy is equipped with laboratory facilities and an elder care home to facilitate holistic curriculum for our healthcare students. Our Biomedical Laboratory is well-equipped to prepare students with the necessary skills to plan and perform their research projects and be aware of good laboratory practice and health and safety.

CSM believes Life Skills is essential to meet the challenges of everyday life. To cope with the increasing pace and change of modern life, we offer healthcare courses which provides the necessary skills education not just workplace but home life.

COURSE DURATION

Full time: 8 months (3-hour lessons/day, 5 days/week)

Part time: 12 months (3-hour lessons/day, 3 days/week)

DELIVERY MODE

The course is delivered face-to-face in classroom mode.

COURSE COMMENCEMENT

January, April, July, October

- A minimum number of 15 students for the commencement of the class.
- Students will be informed 2 weeks before the commencement of the class.

ASSESSMENT METHODOLOGY

Assignments, assessment tasks and report

Note:

- In case of failure of a module, student is allowed to take up to 1 supplementary assessment with payment of the appropriate fee. Modules are independent of each other.

GRADUATION REQUIREMENTS AND AWARDS

To graduate, a student must pass all the modules end examinations and complete **6-month industrial attachment** in order to be awarded the Diploma or Advanced Diploma in Tourism and Hospitality Management conferred by CSM Academy International.

CAREER OPPORTUNITY

Employment opportunities include variety of posts in a range of hotels, resorts, tour agencies and eco-tourism sites.

COURSE DEVELOPER AND AWARDING BODY

CSM Academy International, Singapore

COURSE STRUCTURE

The course structure is designed to provide students with the following necessary knowledge, skills and tools:

- Banquet Management
- Bar Management
- Food and Beverage Operations Management
- Accounting and Finance in Tourism and Hospitality Industry
- Developing Managers
- Research Project in Tourism and Hospitality Industry
- Tourism Destination Management
- Meetings, Incentives, Conventions, Exhibitions (MICE) Management
- Industrial Attachment for 6 months
- It is also designed for industry professionals who wish to update their skills and progress into a Degree course with renowned universities.



Food and Beverage Operations



Food Hygiene and Safety

ENTRY REQUIREMENT

For Advanced Diploma:

- Diploma in Tourism and Hospitality awarded by local Polytechnic or CSM Academy International or other relevant Diploma holders

English requirement:

- IELTS with a minimum overall band of 5.5
OR
- GCE 'A' Level pass in English or equivalent.

FEES

Application Fee

(Non-Refundable and non-transferrable):

For local students: S\$50.00 (before GST)*
(*Refer to Singaporean/PRs/Employment Pass/Dependant Pass holders)

For international students: S\$600 (before GST)

Course Fee:

For local students: S\$8,800 (before GST)

For international students: S\$10,000 (before GST)

Insurance Fee:s

Fee Protection Scheme**: Subject to prevailing market rate

Medical Insurance Fee***: Subject to prevailing market rate

***The Fee Protection Scheme (FPS) serves to protect students' paid fees.*

****It is compulsory for all local and international students to purchase medical insurance which is valid throughout their course of studies with the CSM Academy International. Local students (Singaporeans, PRs & Non-student's Pass holders) may opt-out for this scheme if they can provide the proof of adequate medical insurance coverage in Singapore.*

Miscellaneous Fees:

Please ask for a copy from our Programme Executives.

OUR VISION

To be the Premier Educator for Service Excellence

OUR MISSION

To inspire Passion for Service and Contribution to Society through Excellence in Continuous Education

OUR VALUES

Responsibility, Integrity, Passion and Excellence (RIPE)

OUR CULTURE

An Open and Conducive Learning Environment, With Mutual Respect and Professionalism to Build A High Performance Organization

COURSE MODULES & SYNOPSIS

BANQUET MANAGEMENT

This module will prepare students to be able to cope with challenges arisen from the day to day operations of the banquet department of full service hotels that arrange food and beverage events held in function rooms or for delivery.

DEVELOPING MANAGERS

This unit focuses on learners' personal development and their career in management, especially in the areas of leadership roles. It explores a range of management behaviour principles and practices. Learners can then apply this knowledge to self-appraisal, examining their potential as a prospective manager. Using the knowledge developed throughout this qualification, learners will have the opportunity to actively demonstrate the roles and responsibilities of a manager in an appropriate context. This may be through part-time work, a work placement or simulation. This experience will enable them to consider how the unit and the programme can contribute to their career development. Learners must ensure that their evidence relates to the hospitality industry.

TOURISM DESTINATION MANAGEMENT

This unit deals with the skills and knowledge required to source and provide destination information and advice including general product information (e.g. types of places of interests, local culture, geographical knowledge, as well as cuisine that the destination can offer). Selling skills of tourism products and services of the destination are covered in this topic. This unit is also applied in a domestic or international context and is relevant for staff across multiple tourism sectors. The essential knowledge base for this unit will vary according to the tourism sector and local industry needs, and it is vital that any training take account of these.

BAR MANAGEMENT

The module is designed to allow learners review contemporary cellar and bar management techniques, including operational aspects, staffing, quality issues, hygiene and safety; and also explore developments in technology and the benefits they provide. It is also structured to raise awareness of the ethical issues that managers face today, relating to customers and business operations. Learners will be given the opportunity to investigate industry practices in the context of finances, operations, management, marketing, regulation and employment and to be involved in practical activities.

ACCOUNTING AND FINANCE IN TOURISM AND HOSPITALITY INDUSTRY

This module is designed to equip students with the basic accounting and finance concepts knowledge, different type of budgets, preparing and monitoring budgets, and interpreting different financial information. At the same time, this module also covers all the key areas of financial accounting, as well as to equip students with the skills and knowledge required to take responsibility for budget management.

MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS (MICE) MANAGEMENT

This module seeks to equip students with the fundamental knowledge of meetings and conventions and key principles for event management. It brings the students to think like hoteliers in the hospitality industry. Furthermore, it also emphasizes on the key principles of planning, organising and conducting meetings, showing them how to use these concepts in the hospitality career. As a result, they become well prepared for the more detailed and complex analysis in later event management courses.

FOOD AND BEVERAGE OPERATIONS MANAGEMENT

This unit deals with the skills and knowledge required to source and provide destination information and advice including general product information (e.g. types of places of interests, local culture, geographical knowledge, as well as cuisine that the destination can offer). Selling skills of tourism products and services of the destination are covered in the module. This module is also applied in a domestic or international context and is relevant for staff across multiple tourism sectors. The essential knowledge base for this unit will vary according to specific sectors in the tourism industry and local industry needs.

RESEARCH PROJECT IN TOURISM AND HOSPITALITY INDUSTRY

This research module provides students with a basic understanding of the research process and with the relevant skills necessary to produce a literature survey on their particular research areas. In particular, this module discusses on how to design questionnaire, ways of collecting data, sampling methods, data analysis, interpreting and effectively delivering a presentation. It also guides students on how to write the research report and to some of the standard referencing styles will be introduced.

INTERNSHIP/INDUSTRIAL ATTACHMENT (OVER THE PERIOD OF 6 MONTHS)

After 8-12 months of modules, engage in this 6-month internship where you will learn how to translate theory into practical. Gain real world experience and increase your marketability with this course by CSM Academy International. Network with other professionals in the same field over 6 months of on job training so you are better equipped for the ever-changing landscape of the hospitality and tourism industry.