

# Advanced Diploma in Hospitality and Tourism Management



The Advanced Diploma in Hospitality and Tourism Management programme is designed to help students develop higher-level skill sets in managing various aspects of the hospitality and tourism industry. This programme aims to prepare students with business management skills, as well as, understanding both the front-end operations and back-end process.

Through the combination of classroom learning and on-the-job training through the Industrial Attachment, students will be able to embark confidently in the booming hospitality and tourism industry as this programme provides them the opportunity to gain advanced knowledge about the industry, enhance their communication skills and apply their knowledge to real-life scenarios.

### **Job Prospects**

- Accommodation Manager
- Catering Manager
- Restaurant Manager
- Destination and Attraction Manager
- Events Manager
- Tour Liaison Officer / Manager
- Hotel Manager
- Hotel & Hospitality Services Manager

### **Entry Requirement**

Age	• Minimum 17 years old
Academic Qualification	• At least 1 GCE 'A' Level Pass; or • Diploma Graduate; or • Grade 12 Certificate; or equivalent
English Language Proficiency	• GCE 'O' Level Pass in English at C6 and above; or • IELTS 5.5 and above; or equivalent

### **Intake**

Monthly intake. Please contact IMSC for specific intake dates.

### **Course Duration**

Academic Instruction (6 months)	No. of days per week No. of hours per day	5 3-4
The number of hours stated above are subject to change. Students will be eligible for the course as long as they fulfil the requisite number of hours, and successfully complete all the assessments as required of them.		
Industrial Attachment (Up to 6 months)	Upon completion of all 6 modules, students are required to attend an Industrial Attachment (IA). However, if students are unable to secure an IA, they will be given the option to complete a Final Project (FP).	

### **Delivery Method**

The form of teaching involves lectures given to groups of students, accompanied by tutorials.

### **Assessment Methods**

Assessments may take the form of one or more of the following:

- Written and/or Oral Examinations
- Projects and/or Case Studies
- Practical Demonstrations and Assessments
- Simulations
- Role plays

### **Recognition of Prior Learning**

Recognition of Prior Learning (RPL) is a process where a candidate may be granted credit or partial credit towards a qualification in recognition of skills and knowledge gained through work experience and/or formal training. For additional information relating to RPL for this course, please contact IMSC.

### **Enrollment**

Contact IMSC at (65) 6423 0668 or [info@imsc.edu.sg](mailto:info@imsc.edu.sg).

### **Course Outline**

International Management & Sports College Pte Ltd

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RCB No. 200305869C | Exp: 13 July 2018 – 12 July 2022

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Cert No. : EDU-2-2100  
Validity : 07/06/2017 - 06/06/2021

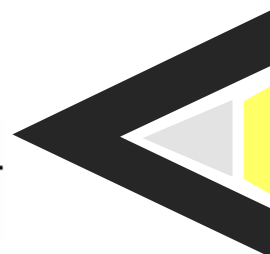
Academic Instruction (6 months)	Total no. of modules	6 modules
	No. of contact hours per module	60 hours
	Total contact hours	6 modules x 60 hours = 360 hours
Industrial Attachment (Up to 6 months)	Upon completion of all 6 modules, students are required to attend an Industrial Attachment (IA). However, if students are unable to secure an IA, they will be given the option to complete a Final Project (FP).	

### **Compulsory Core Modules**

<b>Module Titles</b>	Services Marketing and Customer Service
	Events Management
	Development of the Hospitality and Tourism Industry
	Managing Food and Beverage Operation
	Tourism and Hospitality Business Management
	Academic and Professional Development
	Industrial Attachment

### **Module Description**

Services Marketing and Customer Service	The aim of this module is to introduce learners to services marketing techniques and to provide an understanding of the role of customer service in the hospitality and tourism industry. Learners will be introduced to the principles of consumer behaviour and the marketing mix.
Events Management	The aim of this module is to enable learners to understand the different types of events that are linked to the hospitality and tourism industry. Learners will gain an appreciation of the MICE sector as well as knowledge of the requirements of planning and managing events.
Development of the Hospitality and Tourism Industry	The aim of this module is to provide learners with an understanding of the main factors influencing the development of the hospitality and tourism industry. Learners will develop the ability to analyse the factors affecting demand within the industry as well as knowledge of the main providers of goods and services in hospitality and tourism.
Managing Food and Beverage Operation	This module covers understanding the principles of food production operations, food production operations and food and beverage service.



Tourism and Hospitality Business Management	The aim of this module is to develop learners' understanding of the main internal and external factors that influence businesses in the tourism and hospitality industry. Learners will understand how to analyse the micro and macro environments in order to influence management decisions. Learners will apply tools to gain information relating to the tourism and hospitality business environment.
Academic and Professional Development	The aim of this module is to provide learners with an understanding of the main factors influencing the development of the hospitality and tourism industry. Learners will develop the ability to analyse the factors affecting demand within the industry as well as knowledge of the main providers of goods and services in hospitality and tourism.
Industrial Attachment	<p>Upon completion of all 6 modules, all students are required to undertake an industrial attachment for up to 6 months with an organization of their choice. Students will be required to submit reports and evaluations during the attachment.</p> <p>Industrial experience learning opens your eyes to a range of opportunities in the business world. It gives the learners first-hand practical experience and the chance to see what a variety of different jobs are really like, including some the learner may have considered. In this module, the learner will be exposed to different types of industry-related learning and its benefits. The learner will gather information before starting the placement, and how the placement can help the learner develop key competencies needed for employment. The learner will learn more about expectations of different roles and evaluate the experience through a reflective journal.</p>
Final Project	Students who are unable to secure an attachment can opt for the Final Project as a replacement of the attachment. Students will be required to complete a research paper and presentation on a topic of their choice under the guidance of a lecturer.



## Fees

LOCAL STUDENTS		
Fees Breakdown		Amount including 7% GST (SGD \$)
<i>Academic Fees</i>		
1	Course Fees	4,494.00
2	Course Material Fees	642.00
3	Examination Fees	642.00
<b>Sub-Total:</b>		<b>5,778.00</b>
<i>Others</i>		
4	Application Fees (non-refundable)	192.60
5	Fee Protection Scheme (FPS) (compulsory)	115.55
6	Medical Insurance (optional)	96.30
<b>Grand Total:</b>		<b>6,182.45</b>
Note: <ul style="list-style-type: none"> <li>• Application Fees (\$192.60) have to be paid to begin the registration process.</li> <li>• Fee Protection Scheme is compulsory and payable before course commencement.</li> <li>• Instalment payment potentially available for local students.</li> <li>• Medical insurance is optional, depending on whether student has equivalent local insurance coverage.</li> </ul>		

INTERNATIONAL STUDENTS		
Fees Breakdown		Amount including 7% GST (SGD \$)
<i>Academic Fees</i>		
1	Course Fees	5,136.00
2	Course Material Fees	642.00
3	Examination Fees	642.00
<b>Sub-Total:</b>		<b>6,420.00</b>
<i>Others</i>		
4	Application Fees (non-refundable)	385.20
5	Fee Protection Scheme (FPS) (compulsory)	128.40
6	Medical Insurance (compulsory)	96.30
<b>Grand Total:</b>		<b>7,029.90</b>
Note: <ul style="list-style-type: none"> <li>• Application Fees (\$385.20) have to be paid to begin the registration process.</li> <li>• All items except 4 must be paid in a single instalment before course commencement.</li> </ul>		

MISCELLANEOUS FEES (payable only if applicable)		
Purpose of Fees		Amount including 7% GST (SGD \$)
1	Deferment Fees	235.40
2	Re-Assessment Fees (per module)	160.50
3	Re-Module Fees (per module)	856.00
4	Penalty for Late Payment (per week)	10.70
5	Replacement of Student ID	21.40
6	ICA Online Issuance Fee (for Student's Pass)	90.00
7	Medical Insurance (if applicable)	96.30
8	IMSC T-Shirt	32.10

### **About IMSC**

The International Management and Sports College (IMSC) was formed after a rebranding exercise undertaken by the International Sports Academy (ISA).

ISA was founded in 2003 to provide the much-needed knowledge and skills required to empower individuals with the right tools to achieve success in the burgeoning sporting industry. Together with our partners from the United States Sports Academy, the Australian Sports Academy, the National Strength and Conditioning Association, and the American Council on Exercise, we offer quality certifications and diplomas that are recognised internationally, to provide our students with an edge in the sports and fitness industry and meet their needs for lifelong learning.

Over the years, the sports and fitness industry has evolved greatly and the local sports scene has seen an explosion of world class sports events like Formula One and the WTA Finals. There is now a demand for trained personnel not just in sports and fitness, but also in tourism, hospitality, events management, marketing, retail, and facilities management. Thus ISA was renamed International Management and Sports College (IMSC) to better reflect our increased course offerings in business, tourism and hospitality management to better serve the changing needs of the industry.

IMSC will continue to serve as Singapore's and the region's premier private education institution, in providing a holistic education that equips individuals with the skillsets and competencies required for the future economy. We offer a series of quality academic programmes, professional certifications and continuing education courses to cater to varied needs and schedules, in helping our students achieve their goals in lifelong learning.

### **Our Mission**

To provide a holistic education that equips individuals with the skillsets and competencies required for the industry.

### **Our Vision**

To develop industry-ready individuals for the future economy.

### **Our Values**

Passion | Progress | Purpose

### **Our Culture**

Where success is not quantified by just the result, but rather by the calibre of the pursuit.

- Conferred Edutrust (4-Year) Award by the Committee for Private Education for maintaining high standards in providing quality education services.
- Recognised as an Approved Centre by OTHM Qualifications, which are approved and regulated by Ofqual in the UK.
- Named Most Preferred Private Education Institute for Diploma/Advanced Diploma (Sports and Recreation) by JobsCentral Learning Survey.
- Provides early industry exposure and job placement assistance through extensive industry network.
- Endorsed by leading industry employers such as Virgin Active, True Fitness, the Pure Group, Triple Fit, among others.
- Appointed Education Partner and Approved Provider in Singapore by the American Council on Exercise (ACE).
- Offers continuing education courses for increasing skill sets.

