



BBSI Diploma Course in Hospitality Management & Tourism

The BBSI Diploma Course in Hospitality Management & Tourism is of 36 weeks duration and is carefully designed to enable international students at an Intermediate Level in English or above to study the concepts and learn the skills required for careers in the hospitality and tourism industries. Participants can gain a BBSI business diploma qualification, while also gaining a certificate award from the NCFE national awarding body. The course comprises 30 lessons weekly.

Students will develop competent hospitality management, tourism and business English skills. Moreover, in the supplementary English-language elements of the course, students have the option to study different English-language modules each term. Participants can study for 3 different University of Cambridge ESOL[†] qualifications: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, they can opt to join our ongoing weekly English Language Workshop⁺ (ELW) at a language level to suit their needs. The course is conducted around a busy social and activity programme, and the maximum class size is 12, which can be extended to 15 during peak periods.

The course is suitable for those students with an Intermediate Level in English who require more emphasis initially on developing their business English and communication skills to Upper-Intermediate Level prior to the introduction of more advanced training in hospitality management and tourism.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 36 weeks (3 terms)

Course Designation: DHT

Lessons Weekly: 30 (*each of 45 minutes' duration*)

Main Course Entry Dates: September, January, March or June.

Minimum Age: 17 years

Course Structure & Content:

Term 1

20 lessons weekly in Communication & Business Skills

10 lessons weekly in English Language

(*selected each term from one of the following options*)

* *preparation for the Cambridge FCE*

* *preparation for the Cambridge CAE*

* *preparation for the Cambridge BEC*

* *English Language Workshop (ELW)*



Terms 2 & 3

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

**English Language Workshop (ELW)*

Awards:

BBSI Diploma in Hospitality Management & Tourism

(continuous assessment)

NCFE Certificate in Hospitality Management & Tourism

(continuous assessment)

Optional External Examinations* :

University of Cambridge FCE

University of Cambridge CAE

University of Cambridge BEC

Course Objectives. The course objectives are to:

- * develop an understanding of current theory and practice in international hospitality management and tourism
- * acquire a sound, professional understanding and knowledge of international hospitality management and tourism concepts
- * develop effective business communication skills in English
- * build appropriate vocabulary related to business, hospitality management and tourism
- * acquire the necessary communication skills for a career in hospitality management and tourism
- * develop confidence and fluency in the English language towards Advanced Level
- * prepare participants for one of a range of English and business English qualifications
- * provide participants with the opportunity to acquire additional English and business English qualifications

Course Elements. In addition to providing students with a thorough and comprehensive grounding in business English and professional communication skills, the Diploma syllabus incorporates specialised elements selected from the following:

- | | |
|---|--|
| * <i>hospitality management</i> | * <i>financial management</i> |
| * <i>customer service</i> | * <i>accommodation services</i> |
| * <i>careers & destination management</i> | * <i>hotel front office</i> |
| * <i>health, hygiene & fire safety</i> | * <i>food and beverage</i> |
| * <i>conference & banqueting operations</i> | * <i>structure of the hospitality & tourism industries</i> |
| * <i>environmental tourism</i> | * <i>duty management</i> |



- * *personnel management*
- * *retail travel services*
- * *waterborne transport*
- * *tourism management*

- * *tour operators*
- * *air transport*
- * *ancillary travel products*
- * *travel geography*

Certificate, Higher-Certificate, University Foundation and Pre-Masters versions of the above course are also available.

† **University of Cambridge ESOL Examinations**

FCE (First Certificate in English)

FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

CAE (Certificate in Advanced English)

CAE is the second-highest level of Cambridge ESOL examination and is ideal for those who want to work or study abroad. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions.

BEC (Business English Certificate)

There are 3 levels of BEC examination: the BEC Preliminary, BEC Vantage and BEC Higher. All 3 examinations are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard of English in a professional context.

‡ **English Language Workshop**

The English Language Workshop is designed to provide general language support for those students who are studying a specialised course and who do not intend to prepare for a specific English language examination. The content of the Workshop includes extensive skills practice in professional areas of the language, which is useful for those who need to improve their ability to communicate effectively with others in a professional international environment, or who later decide to acquire a professional qualification.

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*



The following diploma courses are also available at BBSI:

- * Management & Business Administration
- * Marketing, Advertising & Public Relations
- * Finance & Financial Services
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT

BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ www.bbsi.co.uk

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



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Typical Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 1 (First week of Term)	<p style="text-align: center;">Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> Skills: introductions & networking, structuring effective presentations, formal business report writing formats Case Study: outsourcing Assessed Tasks: presenting yourself, business recommendation for a bank</p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i></p>
Week 2	<p style="text-align: center;">Topic: brands & brand management Skills: taking part in meetings, discussion language Case Study: developing a brand Assessed Task: analysing a company logo</p>	<p style="text-align: center;"><i>ELW (English Language Workshop),</i> or preparation for one of: <i>BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i></p>
Week 3	<p style="text-align: center;">Topic: managing change Skills: conducting a meeting, the language of meetings Case Study: a takeover Assessed Task: meeting simulation</p>	<p style="text-align: center;"><i>ELW (English Language Workshop),</i> or preparation for one of: <i>BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i></p>
Week 4	<p style="text-align: center;">Topic: money, finance, banking & investment Skills: writing an agenda and action minutes for a meeting, investment Case Study: an investment company Assessed Tasks: progress test, banking & insurance services for a small business</p>	<p style="text-align: center;"><i>ELW (English Language Workshop),</i> or preparation for one of: <i>BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i></p>





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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 5	<p>Topic: promotions & promotional literature, trade fairs & advertising Skills: effective presentations Case Study: creating a promotional campaign Assessed Tasks: banking & insurance services for a small business</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Cambridge Advanced English)</i></p>
Week 6	<p>Topic: recruitment <i>(including the recruitment process, headhunting, hiring & retaining staff)</i> Skills: preparing a CV & covering letter Case Study: choosing the best candidate for the job Assessed Task: a job application</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Cambridge Advanced English)</i></p>
Week 7	<p>Topic: international trade <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i> Skills: negotiation techniques & styles, negotiation language Case Study: a negotiation Assessed Task: negotiation role-play</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Cambridge Advanced English)</i></p>
Week 8	<p>Topic: innovation <i>(including describing innovations, new product launch)</i> Skills: presentation skills Case Study: innovative products Assessed Task: summarising a document</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Cambridge Advanced English)</i></p>



Bournemouth Business School International reserves the right to modify and update the course content



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	Professional Course Content (20 lessons)	English Language Options (10 lessons)
Week 9	<p style="text-align: center;">Topic: leadership skills (including character & qualities of leaders) Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Cambridge Advanced English)</p>
Week 10	<p style="text-align: center;">Topic: business ethics (honesty & dishonesty, responsible business) Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Cambridge Advanced English)</p>
Week 11	<p style="text-align: center;">Topic: travel & tourism Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Cambridge Advanced English)</p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts Skills: cultural language & idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Cambridge Advanced English)</p>

*Please note that presentation subject order may vary in weeks 7 to 12



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 13 <i>(First week of Second Term)</i>	<i>overview of the hospitality industry structure of the accommodation industry, hotel grading & market segments – AA ratings system, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 14	<i>tourist motivation & behaviour tourist needs & wants, general & specific motivation for tourism, future trends in tourism, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 15	<i>accommodation services accommodation facilities – guest expectations, cultural differences & etiquette, operation of housekeeping & maintenance departments, duty management, hotel visit(subject to availability)</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 16	<i>hotel front office 1 business segments & tariff structure, costing & budgeting, reservation systems, check-in & check-out procedures, ancillary services – car hire</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 17	hotel front of house 1 <i>reservation procedures, telephone techniques, charging services to guest accounts, billing procedures/refunds, cash handling</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 18	hotel front of house 2 <i>negotiation skills & role play, selling skills and role play, progress test</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 19	customer service <i>communication, people & social skills, handling complaints, dealing with difficult situations, staff training, complaint letters & compensation, customer relations</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 20	the economics of tourism <i>economic impacts of tourism, the tourism multiplier, the international tourist market, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 21	tourism management 1 <i>role of the tour operator, mass market & independent tour operators, planning & developing package tours, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 22	tour operations <i>marketing of package tours, the process of negotiation, pricing the package tours, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 23	careers & destination management <i>guides and tour reps, planning & marketing a destination, case study and SWOT analysis, jobs in the tourism and hospitality industry</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 24	the travel industry <i>waterborne transport – cruise, structure of the airline industry, function of an airport, schedule & charter services, cabin crew, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 25 (First week of Third Term)	<i>overview of the tourism industry the tourism chain of distribution, integration in the tourism industry, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 26	<i>sustainable tourism environmental impacts of tourism, environmental impacts of tourism case study, socio-cultural impacts of tourism, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 27	<i>marketing of the tourist product research in tourism marketing, marketing analysis, questionnaires/surveys, development from analysis & future planning, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 28	<i>visitor attractions/management manmade/natural attractions, visitor attraction management, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 29	tourism management 2 <i>travel agency operations, travel agency skills & competences, travel costings, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 30	retail travel operations <i>business travel, the role of ABTA, travel geography, ancillary services, comparative study</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 31	personnel management 1 <i>staffing & selection, effective recruitment: methods, the process, advertising, induction, appraisal systems</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 32	personnel management 2 <i>improving team performance, performance management, personality types, dealing with problems</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	Hospitality Management & Tourism (20 lessons)	English Language Options (10 lessons)
Week 33	conference & banqueting operations role of C&B operations staff, set-up for meetings, health & safety of room set-ups, conference equipment, event management	ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)
Week 34	conference & banqueting – operations & administration set-up for functions/banquets, staffing, service & clearing, role of the C&B administration office, conference rate structures, conference management, visit to conference centre(subject to availability)	ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)
Week 35	health, hygiene & fire safety health and safety at work, hazard awareness, accident reporting, basic food hygiene, fire safety, risk assessment/emergency manual, talk by fire officer(subject to availability)	ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)
Week 36	food & beverage service sectors of the catering market, describing dishes, taking orders, food & beverage cycle, food & beverage management,, the brewing industry	ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)

