



Society of Business Practitioners (UK)

Introduction

The Society of Business Practitioners, United Kingdom (SBP UK), is a senior professional body dedicated to the promotion of highly ethical and effective management and administrative practices internationally through practical course design, examination, licensing and continuous development within its membership. It provides a practical approach for aspiring managers and administrators to earn recognised business qualifications through industry relevant programs via traditional as well as experiential learning modes. Its main **Mission has been to offer Opportunities in Pursuing Excellence.** Enabling individuals and organisations to achieve their potential through high quality learning.

Its Regional Office based in Singapore, **SBP Academia Limited**, handles the Society's work in the Asia Pacific Region.

The Society emphasizes on the importance of members, manager and business practitioners to continually enhance their skills, expertise and knowledge in the discharge of their responsibilities. Continuous Professional Development Units (CPD) achieves this process of life long learning which is a structured approach towards providing evidence of learning, individual progress to meet specified career and personal objectives.

Keeping up to date, improving and broadening knowledge and skills can be achieved through the process of participating in seminars and training courses such as those organized by the SBP Executive Development Seminar Series. These activities will provide the manager and business practitioners with updated knowledge and understanding of techniques and issues that will improve their management competency.

The SBP professional qualifications are well accepted for employment and degree level studies in the UK, US, and Australia and will definitely enhance career and academic advancement and status for its graduates. They should be able to avail themselves to the opportunities to participate and excel in the most competitive environment.

The distinct aim of SBP is to actively promote innovative and effective global management knowledge and skills of international standard to meet these new challenges.

SBP provides relevant courses to train and equip managers with the necessary know-how to tackle the demands of multinational as well as small and medium sized (SMEs) corporations both locally and internationally. In SBP, you will find what you have been looking for - useful management qualifications, powerful networking through professional membership, business coaching facility and winning collaborations.



The Society of Business Practitioners (UK)

Continuing Professional Development (CPD) Scheme

Executive Diploma In Tourism & Hospitality Studies

INTRODUCTION TO MANAGEMENT IN HOSPITALITY & TOURISM

The Travel, Tourism and Hospitality industry is one of the largest sectors in the global economy. Both the public and private sectors in most countries are involved in providing a variety of services in theme parks, hotels, historical buildings and museums, restaurants, ports, airports, and other agencies.

Attracting visitors is a high priority on the economic front for countries worldwide. What all aspects of the industry have in common, no matter where they are based, is the need to provide quality service to ever more sophisticated and discerning customers.

The Society's Tourism and Hospitality course offered via the CPD scheme is for candidates wishing to pursue a management career in this industry. The course aims to provide a firm business and management understanding in tourism & hospitality studies.

Introduction to Management in the Hospitality and Tourism Industries examines management and career opportunities in all phases of the hospitality industry. Industry trends and career ladders are observed. Current issues and fundamentals of the management of service in Culinary, Restaurant, Lodging, Institutional Food and Tourism industries will be investigated.

Modules

- 1. Introduction to Hospitality and the Hospitality Career Field**
- 2. Restaurant & Institutional Food Service Careers**
- 3. Lodging Industry**
- 4. Tourism and Leisure Industry**
- 5. Management In The Hospitality Industry**

COURSE OUTLINE

1: Introduction to Hospitality and the Hospitality Career Field

Upon completion of this module, the student will be able to describe the many career categories and opportunities within the industry. The history of Hospitality, basic definitions, goal setting, Maslow's Hierarchy of Needs, and personal service will be discussed.

2: Restaurant & Institutional Food Service Careers

Upon completion of this module, the student will be able to name, describe give examples of restaurants, according to their clientele, theme and type of service, discover issues facing the food service industry. The student will be able to describe job functions for chefs and food service workers. The student will also be able to name, describe and give examples of institutional food service settings. The student will be able to identify similarities and differences among the segments. The student will be able to describe job and educational requirements of dietetic assistant, technicians and dietitians.

3: Lodging Industry

Upon completion of this module, the student will be able to name, describe and give examples of various hotel/motel properties. The student will be able to identify similarities and differences among the segments, look at competition and forces shaping the industry.

4: Tourism and Leisure Industry

Upon completion of this module, the student will be able to name all of the leisure industries discussed and to describe and give examples of each. The student will be able to describe the tourism industry and to cite differences between tourism and hospitality industries.

5: Management In The Hospitality Industry

Upon completion of this module, the student will be able to describe the contributions of early management thinkers. The student will be able to identify and describe the six functions of management. Students will also be able to identify how the six functions of management can be effectively used in the hospitality setting.

Entry Requirements

- 1. Certificate in Business Studies or equivalent.**
- 2. Mature candidates above 23 years with work experience in the Hotel or Tourism Industry.**

Program Outline

- 1. Course duration of 6 months.**
- 2. Assessment is via continuous modular assignments for each module PLUS a consolidated case study examination at the end of the course.**
- 3. Successful completion of all individual module assignments and the case study examination, qualifies candidates for the Executive Diploma In Tourism & Hospitality Studies (ExDipTH)**

NOTE:

This course is also available through Executive Seminars and Distance Learning.