

INTERNATIONAL MANAGEMENT QUALIFICATIONS FOR HOSPITALITY AND TOURISM

Doc No: IOH_MKT06

INSTITUTE OF HOSPITALITY

International Management Qualifications for Hospitality and Tourism: 2012 Syllabus

Why choose the Institute of Hospitality International Management Qualifications?

The Institute of Hospitality Awarding Body is an established UK accredited awarding body providing professional management qualifications for the international hospitality and tourism industries. With an influential presence as an awarding body for over 50 years, the Institute of Hospitality is dedicated to the development and support of education and training for the industries it serves.

Institute of Hospitality International Management Qualifications are suitable for managers or those aspiring to management in the hospitality and related industries. They provide:

- The underpinning knowledge required for leadership and management
- Updated specialist professional business knowledge
- Appropriate Continuing Professional Development (CPD)
- A progression route from *Introductory* to *Intermediate* to *Advanced* level
- A structured pathway for career progression and promotion

INTRODUCTORY LEVEL

Certificate in Management for International Hospitality and Tourism

The full qualification is a minimum of 120 guided learning hours made up of 12 units of 10 hours.

INTERMEDIATE LEVEL

Diploma in Hospitality and Tourism Management

The full qualification is a minimum of 120 guided learning hours made up of 12 units of 10 hours.

ADVANCED LEVEL

Advanced Diploma in Hospitality and Tourism Management

The full qualification is a minimum of 240 guided learning hours made up of 12 units of 20 hours.

There are six key business areas within each of the programmes and the syllabus is contextualised specifically for the hospitality and tourism sectors:

	Syllabus Business Areas	Unit Type	Unit Type	No of Units
1.	Business Management	Mandatory	Optional	2 Units
2.	Business Marketing and Sales	Mandatory	Optional	2 Units
3.	Consumer Management	Mandatory	Optional	2 Units
4.	Financial and Business Planning	Mandatory	Optional	2 Units
5.	Human Resources Management	Mandatory	Optional	2 Units
6.	Professional Development	Mandatory	Optional	2 Units
		Total Units		12 Units

Candidates must select ONE Mandatory Unit and ONE Optional Unit from each of the business areas making a total of 12 units. Some private study will also normally be required in order to successfully pass the graded assessments.

INTERMEDIATE LEVEL

Specialist Diplomas for International Hospitality and Tourism

There are six Institute of Hospitality Specialist Diplomas to choose from. Each Diploma comprises 80 guided learning hours and candidates must select ONE Business Area to follow (e.g. Marketing and Sales). They must then select ONE Mandatory Unit and ONE Optional Unit from each of the three levels (Introductory, Intermediate and Advanced) making a total of 6 units. Some private study will also normally be required in order to successfully pass the graded assessments.

Syllabus for the Specialist Diplomas			
Example Business Area	Level	Units	Total Units
Marketing and Sales Management	Introductory	One Mandatory Unit + One Optional Unit	2 Units
	Intermediate	One Mandatory Unit + One Optional Unit	2 Units
	Advanced	One Mandatory Unit + One Optional Unit	2 Units
Total Units			6 Units

Where can I study?

You can enrol at one of our **Approved Centres**, further details can be found on our website.

Assessment

All units are assessed individually via an online multiple choice assessment at one of our Approved Centres. This will normally be through the Centre that you register with.

Fees

Candidates pay an annual Registration and Certification Fee to the Institute of Hospitality together with an Assessment Fee per unit of study. Tuition Fees are set by the Centre where the qualification is delivered and cover classroom teaching by Institute of Hospitality approved tutors. Membership of the Institute gives access to a wide range of supporting online resources (including e-Books and e-Journals) and other specialist materials.

Progression

Institute of Hospitality International Management Qualifications are designed to help you improve your management skills and to build your career prospects and may lead to increased responsibility and to promotion. Candidates are recommended to progress through the levels. Alternatively, managers with substantial work experience in the industry, or related areas, may be able to join their preferred programme directly.

Further information:

Institute of Hospitality Awarding Body

Tel: + 44 (0) 20 8661 4908

Email: awardingbody@instituteofhospitality.org

Website: www.instituteofhospitality.org

INSTITUTE OF HOSPITALITY INTERNATIONAL QUALIFICATIONS FRAMEWORK 2012

	CERTIFICATE IN MANAGEMENT	DIPLOMA IN MANAGEMENT	ADVANCED DIPLOMA IN MANAGEMENT	SPECIALIST DIPLOMAS
BUSINESS AREAS	INTRODUCTORY LEVEL (Mandatory Units shown)	INTERMEDIATE LEVEL (Mandatory Units shown)	ADVANCED LEVEL (Mandatory Units shown)	→ <i>2 Units from each Level</i>
Business Management	Introduction to Business Operations	Managing the Business	Business Strategy	Business Management
Business Marketing and Sales	Introduction to Services Marketing	Supervising Sales	Services Marketing	Marketing and Sales Management
Consumer Management	Understanding the Customer	Understanding Customer Relationships	Managing the Consumer	Consumer Management
Finance and Business Planning	Financial and Business Skills	Finance and Budgeting for Business	Managing Finance and Business Performance	Finance and Business Management
Human Resources Management	Introduction to Managing People	Managing Teams	Leadership and Management	Human Resources Management
Professional Development	Introduction to Personal Development	Managing Your Professional Portfolio	Managing Your Professional Development	Professional Development
Guided Learning Hours	↓ 120 GLH: 12 units x 10 GLH 6 Mandatory Units + 6 Optional Units	↓ 120 GLH: 12 units x 10 GLH 6 Mandatory Units + 6 Optional Units	↓ 240 GLH: 12 units x 20 GLH 6 Mandatory Units + 6 Optional Units	⇒ 80 GLH: 4 units x 10 GLH + 2 units x 20 GLH 3 Mandatory Units + 3 Optional Units