

**CERTIFICATE IN MANAGEMENT FOR
INTERNATIONAL HOSPITALITY AND TOURISM**

Introductory Level Programme
Doc No: IOH_MKT07

INSTITUTE OF HOSPITALITY

Certificate in Management for International Hospitality and Tourism

Why choose the Certificate in Management?

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.

The *Certificate in Management for International Hospitality and Tourism* is an introductory level qualification focussing on the operational aspects of the hospitality and tourism industries. It has been designed to meet the needs of individuals working in the sector or aspiring to work in the sector who wish to improve their knowledge and qualifications. It provides:

- A solid foundation in business and management skills
- Sound underpinning business knowledge
- Appropriate Continuing Professional Development (CPD)
- A progression route to the *Diploma in Management for International Hospitality and Tourism (intermediate level)*
- A structured pathway for career progression and promotion

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

Business Areas		
1.	BM	Business Management
2.	BS	Business Marketing and Sales
3.	CM	Consumer Management
4.	FP	Financial and Business Planning
5.	HM	Human Resources Management
6.	PD	Professional Development

Entry requirements

You should be working in or aspiring to join the hospitality or tourism industries.

You should normally have:

- A good general education including Mathematics
- A minimum English Language ability level such as Cambridge First Certificate Grade B or TOEFL 550 points or IELTS 5.5 but this will also be subject to the requirements of the centre you apply to.

Where can I study?

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

How is the syllabus structured?

The Certificate comprises 120 tutor guided learning hours (GLH). Each unit is 10 GLH and candidates must select ONE Mandatory and ONE Optional Unit from each of the six business areas making a total of 12 units. Further details are provided in the *Rules of Combination* in the *Handbook and Syllabus* for the qualification. Some private study will also normally be required in order to successfully pass the graded assessments.

Syllabus for the Certificate in Management for International Hospitality and Tourism

MANDATORY UNITS	OPTIONAL UNITS (select ONE unit from each business area)
1. Business Management	
IBM2201 Introduction to Business Operations	IBM2202 Hospitality and Tourism Operations IBM2203 Understanding the Business Environment
2. Business Marketing and Sales	
IBS2201 Introduction to Services Marketing	IBS2202 Understanding Sales Techniques IBS2203 The Service Encounter
3. Consumer Management	
ICM2201 Understanding the Customer	ICM2202 Customer Service Skills ICM2203 Customer Complaint, Handling and Feedback
4. Finance and Business Planning	
IFP2201 Financial and Business Skills	IFP2202 Introductory Costing Concepts IFP2203 Introduction to Business Planning
5. Human Resources Management	
IHM2201 Introduction to Managing People	IHM2202 Team and Communication Skills IHM2203 Personal Effectiveness
6. Professional Development	
IPD2201 Introduction to Personal Development	IPD202 Personal and Career Development IPD203 Effective Study Skills

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. See our website for further details. 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

The **Certificate in Management** is designed to help you improve your management skills, to build your career prospects and may lead to increased responsibility and to promotion. On successful completion you can progress to the **Diploma in Management for International Hospitality and Tourism** (*intermediate level*) or other similar qualifications.

Further information:

Institute of Hospitality Awarding Body

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