

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

Intermediate Level Programme
Doc No: IOH_MKT08

INSTITUTE OF HOSPITALITY

Diploma in Management for International Hospitality and Tourism

Why choose the Diploma in Management for International Hospitality and Tourism?

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 *Diploma in Management for International Hospitality and Tourism* is an intermediate level qualification focussing on the supervisory aspects of the hospitality and tourism industries. It has been designed to meet the needs of first line managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. It provides:

- A thorough introduction to business and management skills
- Updated professional business knowledge
- Appropriate Continuing Professional Development (CPD)
- A progression route to the *Advanced Diploma in Management for International Hospitality and Tourism (advanced 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 and have

- A minimum English Language ability level such as Cambridge First Certificate Grade B or TOEFL 550 points or IELTS 5.5 but this may be at a higher level according to the requirements of the centre you apply to.

You should normally have successfully completed either the:

- Institute of Hospitality Certificate in Management for International Hospitality and Tourism, or
- A similar qualification

Managers with relevant work experience may be able to enrol directly onto this programme.

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 Diploma comprises 120 centre-based guided learning hours (GLH). Each unit is 10 GLH and candidates must select ONE Mandatory Unit and ONE Optional Unit from each of the seven 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 Diploma in Management for International Hospitality and Tourism

MANDATORY UNITS	OPTIONAL UNITS (select ONE unit from each business area)
1. Business Management	
IBM3301 Managing the	IBM3302 Managing Hospitality and Tourism Operations IBM3303 Business Entrepreneurship
2. Business Marketing and Sales	
IBS3301 Supervising Sales	IBS3302 Merchandising and Selling IBS3303 Pricing and Promotions
3. Consumer Management	
ICM3301 Understanding Customer Relationships	ICM3302 Improving the Customer Experience ICM3303 Quality Assurance and Customers
4. Finance and Business Planning	
IFP3301 Finance and Budgeting for Business	IFP3302 Budget and Forecast Preparation IFP3303 Developing a Business Plan
5. Human Resources Management	
IHM3301 Managing Teams	IHM3302 Recruitment and Retention IHM3303 Target Setting and Monitoring Performance
6. Professional Development	
IPD3301 Managing Your Professional Portfolio	IPD3302 Career Planning Tools IPD3303 Information and Research Handling

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

The **Diploma 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 **Advanced Diploma in Management for International Hospitality and Tourism** (*advanced level*) or other similar qualifications.

Further information:

Institute of Hospitality Awarding Body

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