

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

Advanced Level Programme  
Doc No: IOH\_MKT09

## INSTITUTE OF HOSPITALITY

Advanced Diploma in Management for International Hospitality and Tourism

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### Why choose the Advanced 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 *Advanced Diploma in Management for International Hospitality and Tourism* is a higher level qualification focussing on the senior management aspects of the hospitality and tourism industries. It has been designed to meet the needs of managers and senior managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. It provides:

- The knowledge required for leadership and management development
- A sound insight into strategic business development skills
- Appropriate Continuing Professional Development (CPD)
- A progression route to degree level qualifications
- 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

- An English Language ability level at approximately TOEFL 600 points or IELTS 6.0 but this will also be subject to the requirements of the centre you apply to.

You should normally have successfully completed either the:

- Institute of Hospitality Diploma 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 Advanced Diploma comprises 240 guided learning hours (GLH). Each unit is 20 GLH and candidates must select ONE Mandatory Unit 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 Advanced Diploma in Management for International Hospitality and Tourism

MANDATORY UNITS	OPTIONAL UNITS (select <b>ONE</b> unit from each business area)
<b>1. Business Management</b>	
<b>IBM4401 Business Strategy</b>	IBM4402 Managing the Business Environment IBM4403 Business Ethics
<b>2. Business Marketing and Sales</b>	
<b>IBS4401 Services Marketing</b>	IBS4402 Marketing Management IBS4403 Marketing Communications
<b>3. Consumer Management</b>	
<b>ICM4401 Managing the Consumer</b>	ICM4402 Consumer Behaviour ICM4403 Customer Relationship Management
<b>4. Finance and Business Planning</b>	
<b>IFP4401 Managing Finance and Business Performance</b>	IFP4402 Financial Planning and Control IFP4403 Presenting the Business Plan
<b>5. Human Resources Management</b>	
<b>IHM4401 Leadership and Management</b>	IHM4402 Staff Development and Restructuring IHM4403 Mentoring Staff
<b>6. Professional Development</b>	
<b>IPD4401 Managing Your Professional Development</b>	IPD4402 Project Management IPD4403 Career Management

### 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 **Advanced 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 may be able to progress to a relevant degree level qualification.

### Further information:

Institute of Hospitality Awarding Body

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