

SPECIALIST DIPLOMAS FOR INTERNATIONAL HOSPITALITY AND TOURISM

Intermediate Level Programmes
Doc No: IOH_MKT10

INSTITUTE OF HOSPITALITY

Specialist Diplomas for International Hospitality and Tourism

Why choose a Specialist Diploma?

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.

Specialist Diplomas for International Hospitality and Tourism are intermediate level qualifications which focus on key areas of leadership and management of the hospitality and tourism industries. They have been designed to meet the needs of managers and aspiring managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. They provide:

- Specialist business development for key leadership and management areas
- Updated specialist business knowledge
- Appropriate Continuing Professional Development (CPD)
- A progression route to advanced level qualifications
- A structured pathway for career progression and promotion

What Specialist Diplomas are available?

There are six Specialist Diplomas to choose from. Individual units provide the underpinning knowledge for a range of specialist areas of management such as Marketing, Human Resources and Finance, and the syllabus is contextualised specifically for the hospitality and tourism sectors.

- Diploma in Business Management for International Hospitality and Tourism
- Diploma in Marketing and Sales for International Hospitality and Tourism
- Diploma in Consumer Management for International Hospitality and Tourism
- Diploma in Finance and Business Planning for International Hospitality and Tourism
- Diploma in Human Resources Management for International Hospitality and Tourism
- Diploma in Professional Development for International Hospitality and Tourism

Entry requirements

You should be working in or aspiring to join the hospitality or tourism industries. No previous qualifications are required but you should have:

- A good general education
- 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.

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 Specialist Diplomas comprise 80 guided learning hours each. Candidates must select ONE Business Area to follow (e.g. Business Management). They must 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.

Diploma in Business Management for International Hospitality and Tourism

3 MANDATORY UNITS (ALL units must be completed)	3 OPTIONAL UNITS (ONE unit selected from EACH group)
IBM2201 Introduction to Business Operations	IBM2202 Hospitality and Tourism Operations IBM2203 Understanding the Business Environment
IBM3301 Managing the Business	IBM3302 Managing Hospitality and Tourism Operations IBM3303 Business Entrepreneurship
IBM4401 Business Strategy	IBM4402 Managing the Business Environment IBM4403 Business Ethics

Diploma in Marketing and Sales for International Hospitality and Tourism

3 MANDATORY UNITS (ALL units must be completed)	3 OPTIONAL UNITS (ONE unit selected from EACH group)
IBS2201 Introduction to Services Marketing	IBS2202 Understanding Sales Techniques IBS2203 The Service Encounter
IBS3301 Supervising Sales	IBS3302 Merchandising and Selling IBS3303 Pricing and Promotions
IBS4401 Services Marketing	IBS4402 Marketing Management IBS4403 Marketing Communications

Diploma in Consumer Management for International Hospitality and Tourism

3 MANDATORY UNITS (ALL units must be completed)	3 OPTIONAL UNITS (ONE unit selected from EACH group)
ICM2201 Understanding the Customer	ICM2202 Customer Service Skills ICM2203 Customer Complaint Handling and Feedback
ICM3301 Understanding Customer Relationships	ICM3302 Improving the Customer Experience ICM3303 Quality Assurance and Customers
ICM4401 Managing the Consumer	ICM4402 Consumer Behaviour ICM4403 Customer Relationship Management

Diploma in Finance and Business Planning for International Hospitality and Tourism

3 MANDATORY UNITS (ALL units must be completed)	3 OPTIONAL UNITS (ONE unit selected from EACH group)
IFP2201 Financial and Business Skills	IFP2202 Introductory Costing Concepts IFP2203 Introduction to Business Planning
IFP3301 Finance and Budgeting for Business	IFP3302 Budget and Forecast Preparation IFP3303 Developing a Business Plan
IFP4401 Managing Finance and Business Performance	IFP4402 Financial Planning and Control IFP4403 Presenting the Business Plan

Diploma in Human Resources Management for International Hospitality And Tourism

3 MANDATORY UNITS (ALL units must be completed)	3 OPTIONAL UNITS (ONE unit selected from EACH group)
IHM2201 Introduction to Managing People	IHM2202 Team and Communication Skills IHM2203 Personal Effectiveness
IHM3301 Managing Teams	IHM3302 Recruitment and Retention IHM3303 Target Setting and Monitoring Performance
IHM4401 Leadership and Management	IHM4402 Staff Development and Restructuring IHM4403 Mentoring Staff

Diploma in Professional Development for International Hospitality and Tourism

3 MANDATORY UNITS (ALL units must be completed)	3 OPTIONAL UNITS (ONE unit selected from EACH group)
IPD2201 Introduction to Personal Development	IPD2202 Personal and Career Development IPD2203 Effective Study Skills
IPD3301 Managing Your Professional Portfolio	IPD3302 Career Planning Tools IPD3303 Information and Research Handling
IPD4401 Managing Your Professional Development	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 **Specialist Diplomas** are 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 one of our other **International Management Qualifications** or to similar qualifications.

Further information:

Institute of Hospitality Awarding Body

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