

# **SPECIALIST CERTIFICATES FOR HOSPITALITY AND TOURISM**

Intermediate Level Programmes  
**QCF Level 3 / SCQF Level 7**  
Doc No: IOH\_MKT05

## **INSTITUTE OF HOSPITALITY**

Specialist Certificates for Hospitality and Tourism

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### **Why choose a Specialist Certificate?**

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 Certificates for Hospitality and Tourism* are intermediate level qualifications (QCF Level 3 / SCQF Level 7) 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 Certificates are available?**

There are seven Specialist Certificates 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.

- Certificate in Business Management for Hospitality and Tourism (QCF: 501/1884/5)
- Certificate in Marketing and Sales for Hospitality and Tourism (QCF: 501/1460/8)
- Certificate in Consumer Management for Hospitality and Tourism (QCF: 501/1461/X)
- Certificate in Finance and Business Planning for Hospitality and Tourism (QCF: 501/2259/9)
- Certificate in Human Resources Management for Hospitality and Tourism (QCF: 501/1542/X)
- Certificate in Legislative Management for Hospitality and Tourism (QCF: 501/1543/1)
- Certificate in Professional Development for Hospitality and Tourism (QCF: 501/1545/5)

### **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 Certificates 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.

<b>CERTIFICATE IN BUSINESS MANAGEMENT FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/1884/5	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>BM2201 Introduction to Business Operations for Hospitality and Tourism</b>	BM2202 Hospitality and Tourism Operations BM2203 Understanding the Business Environment in Hospitality and Tourism
<b>BM3301 Managing the Business in Hospitality and Tourism</b>	BM3302 Managing Hospitality and Tourism Operations BM3303 Business Entrepreneurship in Hospitality and Tourism
<b>BM4401 Business Strategy for Hospitality and Tourism</b>	BM4402 Managing the Business Environment in Hospitality and Tourism BM4403 Business Ethics for Hospitality and Tourism

<b>CERTIFICATE IN MARKETING AND SALES FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/1460/8	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>BS2201 Introduction to Services Marketing for Hospitality and Tourism</b>	BS2202 Understanding Sales Techniques in Hospitality and Tourism BS2203 The Service Encounter in Hospitality and Tourism
<b>BS3301 Supervising Sales in Hospitality and Tourism</b>	BS3302 Merchandising and Selling in Hospitality and Tourism BS3303 Pricing and Promotions for Hospitality and Tourism
<b>BS4401 Services Marketing for Hospitality and Tourism</b>	BS4402 Marketing Management for Hospitality and Tourism BS4403 Marketing Communications for Hospitality and Tourism

<b>CERTIFICATE IN CONSUMER MANAGEMENT FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/1461/X	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>CM2201 Understanding the Hospitality and Tourism Customer</b>	CM2202 Customer Service Skills for Hospitality and Tourism CM2203 Customer Complaint Handling and Feedback in Hospitality and Tourism
<b>CM3301 Understanding Customer Relationships in Hospitality and Tourism</b>	CM3302 Improving the Customer Experience in Hospitality and Tourism CM3303 Quality Assurance for Hospitality and Tourism Customers
<b>CM4401 Managing the Hospitality and Tourism Consumer</b>	CM4402 Consumer Behaviour in Hospitality and Tourism CM4403 Customer Relationship Management for Hospitality and Tourism

<b>CERTIFICATE IN FINANCE AND BUSINESS PLANNING FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/2259/9	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>FP2201 Financial and Business Skills for Hospitality and Tourism</b>	FP2202 Introductory Costing Concepts for Hospitality and Tourism FP2203 Introduction to Business Planning for Hospitality and Tourism
<b>FP3301 Finance and Budgeting for Business in Hospitality and Tourism</b>	FP3302 Budget and Forecast Preparation in Hospitality and Tourism FP3303 Developing a Business Plan in Hospitality and Tourism
<b>FP4401 Managing Finance and Business Performance in Hospitality and Tourism</b>	FP4402 Financial Planning and Control in Hospitality and Tourism FP4403 Presenting the Business Plan in Hospitality and Tourism

<b>CERTIFICATE IN HUMAN RESOURCES MANAGEMENT FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/1542/X	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>HM2201 Introduction to Managing People in Hospitality and Tourism</b>	HM2202 Team and Communication Skills for Hospitality and Tourism HM2203 Personal Effectiveness in Hospitality and Tourism
<b>HM3301 Managing Teams in Hospitality and Tourism</b>	HM3302 Recruitment and Retention in Hospitality and Tourism HM3303 Target Setting and Monitoring Performance in Hospitality and Tourism
<b>HM4401 Leadership and Management in Hospitality and Tourism</b>	HM4402 Staff Development and Restructuring in Hospitality and Tourism HM4403 Mentoring Staff in Hospitality and Tourism

<b>CERTIFICATE IN LEGISLATIVE MANAGEMENT FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/1543/1	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>LM2201 The Law and Business in Hospitality and Tourism</b>	LM2202 Safety and Security in Hospitality and Tourism LM2203 Food Health and Safety Regulations
<b>LM3301 Complying with Legislation in Hospitality and Tourism</b>	LM3302 Managing Risk in Hospitality and Tourism LM3303 Employment Law in Hospitality and Tourism
<b>LM4401 Managing the Changing Legislation in Hospitality and Tourism</b>	LM4402 Risk Management Strategies for Hospitality and Tourism LM4403 Human Resources Legislation in Hospitality and Tourism

<b>CERTIFICATE IN PROFESSIONAL DEVELOPMENT FOR HOSPITALITY AND TOURISM</b>	
Qualification reference number (QCF): 501/1545/5	
<b>3 MANDATORY UNITS</b> (ALL units must be completed)	<b>3 OPTIONAL UNITS</b> (ONE unit selected from EACH group)
<b>PD2201 Introduction to Personal Development in Hospitality and Tourism</b>	PD2202 Personal and Career Development in Hospitality and Tourism PD2203 Effective Study Skills
<b>PD3301 Managing Your Professional Portfolio in Hospitality and Tourism</b>	PD3302 Career Planning Tools for Hospitality and Tourism PD3303 Information and Research Handling in Hospitality and Tourism
<b>PD4401 Managing Your Professional Development in Hospitality and Tourism</b>	PD4402 Project Management for Hospitality and Tourism PD4403 Career Management for Hospitality and Tourism PD4404 French Language Skills for Hospitality Managers

### 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 together with an Assessment Fee per unit of study and these fees are set by the Institute of Hospitality. 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.

### Further information:

Institute of Hospitality Awarding Body

Tel: + 44 (0) 20 8661 4908

Email: [awardingbody@instituteofhospitality.org](mailto:awardingbody@instituteofhospitality.org)

Website: [www.instituteofhospitality.org](http://www.instituteofhospitality.org)

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