


A guide to the Institute of Hospitality **management qualifications**



For colleges, universities
and training providers

Our industry, the qualifications

Uniting professionals | Promoting excellence | **Facilitating learning**

Introducing the Institute of Hospitality

From hoteliers, restaurateurs and contract caterers, to technology providers, the armed forces and government, the Institute's members embrace a multitude of disciplines. We are united by a common goal to promote professionalism, best practice and reputation in hospitality, leisure and tourism.

“ The industry's
leading network for more
than 70 years. ”

At the Institute of Hospitality, you're in good company. We understand your business is people because ours is too. We're proud to be the professional network of choice for thousands of the hospitality industry's most inspirational talents.

We've been the industry's leading network, helping to grow talent and accelerate professional development for more than 70 years. Ours is the respected interface between education and industry for the development, mobility and recruitment of skilled labour in hospitality, leisure and tourism.

Join our network as an Approved Centre

Institute of Hospitality Management Qualifications are designed to improve management skills and build career prospects. They inevitably lead to increased responsibility and promotion. Candidates are recommended to progress through the levels or managers with substantial work experience in the industry, or related areas, may be able to join their preferred programme directly. We can offer marketing and communications support to ensure your Centre reaches the right people to populate new and existing programmes of study.

If you already offer business management or hospitality qualifications, **contact us for a Centre Approval pack** to hear more about how we can work together.

“ The qualifications
of choice for many
of the industry's top
employers. ”

“ At Arora we have always recruited people who want a career, not just a job. The Institute’s qualifications directly benefit the individual, the employer and the industry. ”

John Donaldson FIH FCMI, Executive Director, Arora Hotels Group

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Why choose the Institute of Hospitality Management Qualifications?

The Institute of Hospitality 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.

Institute of Hospitality Management Qualifications are suitable for managers or those aspiring to management in the hospitality and related industries.

- A structured pathway for career and promotion
- The underpinning knowledge required for leadership and management
- A progression route from **Introductory** to **Intermediate** to **Advanced** level

The programmes are supported by People 1st, the hospitality Sector Skills Council and accredited by the qualifications regulators in the UK: Ofqual, DfES and CCEA .

How can Centres adopt these qualifications?

The qualifications are designed to be delivered flexibly and are made up of units which can also be used for CPD. Each qualification comprises 14 units and each unit can be delivered as a one day training programme either in a Centre or in the work place. Centres can deliver the programmes in a number of different ways and current models of delivery include:

- Evening or day time programmes
- One day a month ‘roll on / roll off’ programmes
- Workplace delivery
- Residential short course programmes
- Weekend intensive programmes
- Delivery of a mandatory and optional unit together
- Integrated with a Foundation Degree, with an immediate result on completion

How are the units assessed?

All units are assessed via an online multiple choice examination. Centres may determine the time and location of each assessment in consultation with the Institute. Unit certificates can be awarded for each assessment successfully completed.

How much does Centre Approval cost?

Centres pay an initial registration fee of £100 and an annual approval fee of £500. Tuition Fees are set by the Centre where the qualification is delivered.

INTRODUCTORY LEVEL (QCF Level 2, SCQF Level 5)

Diploma in Hospitality and Tourism Operations

This is an introductory level qualification focussing on the operational aspects of the hospitality and tourism industries which has been designed to meet the needs of individuals working in the sector or aspiring to work in the sector. **(140 Guided Learning Hours)**

INTERMEDIATE LEVEL (QCF Level 3, SCQF Level 7)

Diploma in Hospitality and Tourism Management

This intermediate level qualification focuses on the supervisory aspects of the hospitality and tourism industries. It is suitable for new and aspiring managers working in the sector. **(140 Guided Learning Hours)**

ADVANCED LEVEL (QCF Level 4, SCQF Level 8)

Diploma in Advanced Hospitality and Tourism Management

This advanced level qualification provides the essential knowledge required for leadership and management as well as a sound insight into strategic business development for the hospitality and tourism industries. **(280 Guided Learning Hours)**

The Institute also offers Specialist Certificates (QCF Level 3, SCQF Level 7) for Hospitality and Tourism by combining units.

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

Each Certificate comprises 80 guided learning hours and candidates must select ONE Business Area to follow (eg Marketing and Sales). They must then select ONE Mandatory Unit and ONE Optional Unit from each of the three levels (Introductory, Intermediate and Advanced) making a total of six units. Some private (online) study will also normally be required in order to successfully pass the graded online assessments.

Contact us for a Centre Approval pack

Institute of Hospitality

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INSTITUTE OF HOSPITALITY UK MANAGEMENT QUALIFICATIONS 2012

	INTRODUCTORY (Mandatory Units shown)	INTERMEDIATE (Mandatory Units shown)	ADVANCED (Mandatory Units shown)	INTERMEDIATE
Business Areas	Diploma in Hospitality and Tourism Operations	Diploma in Hospitality and Tourism Management	Diploma in Advanced Hospitality and Tourism Management	Specialist Certificates
Business Management	Introduction to Business Operations for Hospitality and Tourism	Managing the Business in Hospitality and Tourism	Business Strategy for Hospitality and Tourism	<i>Business Management</i>
Business Marketing and Sales	Introduction to Services Marketing for Hospitality and Tourism	Supervising Sales in Hospitality and Tourism	Services Marketing for Hospitality and Tourism	<i>Marketing and Sales</i>
Consumer Management	Understanding the Hospitality and Tourism Customer	Understanding Customer Relationships in Hospitality and Tourism	Managing the Hospitality and Tourism Consumer	<i>Consumer Management</i>
Finance and Business Planning	Financial and Business Skills for Hospitality and Tourism	Finance and Budgeting for Business in Hospitality and Tourism	Managing Finance and Business Performance in Hospitality and Tourism	<i>Finance and Business</i>
Human Resources Management	Introduction to Managing People in Hospitality and Tourism	Managing Teams in Hospitality and Tourism	Leadership and Management in Hospitality and Tourism	<i>Human Resources</i>
Legislative Management	The Law and Business in Hospitality and Tourism	Complying with Legislation in Hospitality and Tourism	Managing the Changing Legislation in Hospitality and Tourism	<i>Legislative Management</i>
Professional Development	Introduction to Professional Development in Hospitality and Tourism	Managing Your Professional Portfolio in Hospitality and Tourism	Managing Your Professional Development in Hospitality and Tourism	<i>Professional Development</i>
Guided learning hours (GLH)	14 units @ 10 GLH (7 Mandatory and 7 Optional Units)	14 units @ 10 GLH (7 Mandatory and 7 Optional Units)	14 units @ 20 GLH (7 Mandatory and 7 Optional Units)	6 Units (4 units @ 10 GLH 2 units @ 20 GLH)
QCF Level	Level 2	Level 3	Level 4	Level 3
SCQF Level	Level 5	Level 7	Level 8	Level 7