

Year One – Swiss Certificate in Food & Beverage Studies

FB 102 Food & Beverage Service Practice

This module is designed to enable students to practically apply the relevant knowledge and understanding acquired in the module Food & Beverage Service. Students learn and practice the application of the previously acquired theoretical input while working in the various food and beverage outlets of IHTTI. The style of service varies from basic to five star levels, providing the simulation of what will be expected during employment in the food and beverage industry.

FB 104 Food & Beverage Management (AH&LA)

This module aims to provide a knowledge and understanding of the management of food and beverage operations, incorporating the history of the food service industry, the composition of the sector, marketing, menu design, facilities design, layout and equipment. The module also introduces the important element of human resources management within food and beverage operations.

FB 105 Food & Beverage Menu Planning & Cost Control (AH&LA)

This module is intended for persons wishing to undergo training for, and gain employment in the hospitality catering industry Worldwide. The module aims to provide students an insight into the industry and developing the theme of shaping the menu to best perform its function of controlling, directing and managing the foodservice operation. The cost control element of the module aims to provide students with practical knowledge of the management control cycle used in all types of food and beverage service operations to plan, attain and maintain organisational & objectives, making use of the available resources.

FB 106 Wine & Bar & Sommelier

This module is intended for persons wishing to undergo training for, and gain employment in the hospitality catering industry world-wide. Its purpose is to underpin the job skills and competencies, for example in junior positions in the sale and service of wines and spirits for example in junior positions in the sale and service of wine in restaurants and bars in wine retail or wholesale.

FB 107 Food & Beverage Applied Knowledge (Substitute for AH&LA Module)

This module is closely linked with FB102 Food & Beverage Service Practice; aiming to develop the students Food & Beverage Knowledge including F&B related identification

& service delivery, food preparation methods, guest communication & service quality. Secondly the module teaches the required skills to develop a class group work in the form of a Hospitality Gala Dinner event from initial planning & development to efficient successful delivery.

FB 108 Health & Hygiene

This module has been designed to ensure student food handlers, as potential supervisors and managers, are aware that, in addition to traditional hygienic practices, they should seek to identify and prevent safety hazards at all stages in food production, preparation and service in line with Hazard Analysis and Assured Safe Catering concepts.

IN 101 Interior Design I

This module aims to provide knowledge and understanding of fundamental design principles as well as design software, incorporating design language, colour composition, design concepts and layouts. The module also introduces the value of design in relation to food and beverage operations.

HS 101 Hospitality Studies (AH&LA)

This module aims to provide the foundation for future modules in hospitality. In order to study hospitality, it is essential that students are able to identify and understand the links that exist between the hospitality and tourism industries and distinguish between the various concepts and definitions relating to the subject area. While the term hospitality is a frequently used title for different sectors of the hotel and catering industry, it can also be expanded to cover many products and services relating to the provision of tourist facilities.

AC 101 Accounting Principles

This module is designed to teach students the fundamentals of financial accounting with an emphasis on hospitality industry examples. It serves as an introduction to the industry's financial operating requirements providing students with industry-driven competencies. The first section focuses on knowledge and understanding of the basic elements of accounting and includes exercises intended to help students develop their research and problem solving skills. The second section of the module includes a more in-depth analysis of the major financial statements combined with regular exercises designed to encourage students to interpret and evaluate these instruments and their role in the successful operation of hospitality business.

IS 101 Information Systems I

This module aims to provide students with a sound understanding and working knowledge of

the Microsoft Office Suite. The module also promotes the use of email and the Internet as essential tools in the modern working environment. Students will be encouraged to develop skills in planning, designing and delivering presentations using in-built templates and their own designs. Students will work on group as well as individual presentations.

CO 101 Personal Development and Leadership

Professional personal development and presentation skills are essential to students intending to pursue careers in the service sector. This module addresses the primary skills necessary in obtaining and holding a management position. This module constitutes the cornerstone of personal development planning which is then developed throughout the programme. The continuous development of leadership skills through various activities is one of the cornerstones of this module.

IN 101 Internship I

This module enables students to consolidate the theoretical knowledge and practical skills acquired during term one of the diploma programme in a real-life working environment. It provides students with the opportunity to observe and appraise the interrelationship of theory and practice within a working environment preferably related to food and beverage.

Year Two – Swiss Diploma in International Hotel Operations Management

RD 201 Housekeeping Management (AH&LA)

This module is designed to enable students to develop an understanding of the principles of housekeeping management and their application in today's hospitality industry. It also incorporates knowledge and application of budget control, staff productivity and performance, as applied to housekeeping, within an international hotel environment.

RD 202 Housekeeping Operations

This module is designed to introduce students to the functions of housekeeping operations and the nature and role of the housekeeping department. Students will acquire practical skills and knowledge in cleaning bedrooms and public spaces and it will include the use of cleaning materials and equipment.

RD 203 Front Office + Rooms Division Management & Concierge Services (AHLA)

This module addresses front office procedures, from advanced reservations to checkout. The various aspects of front office management, including systems and personnel that contribute to the effective running of this department are analysed in depth. This module evaluates the

relationship between the front office and housekeeping departments. This module is design to transform the student's perception of exceeding customer expectations. The corner stones of the module will focus on innovative solutions, building lasting relationships and achieving excellence every time. It aims to develop world-class concierge service skills, along with the required supervisory and communication skills to succeed in concierge and hospitality operations.

RD 204 Hotel Information Systems (Opera)

Hotel Information Systems at IHTTI focuses on two main purposes IT is used in Hotels today. The first being technologies that enhance a hotels performance, while the second is what happens behind the scenes in hotels enhancing a hotels efficiency. Technologies in this sphere are numerous ranging from distribution, Customer Relationship Management, E-marketing, websites, Revenue Management, Points of Sale, and Property Management Systems (OPERA). The course aims to demonstrate the functions of this software and how they are used in different categories of hotels. When concluding this course students are able to identify, adapt and implement different types of technologies in the hotel they would eventually be working at.

AC 201 Financial Accounting (AH&LA)

This module is designed to take the student through the basics of financial data collection, calculation (including various asset valuation techniques), organisation and reporting. It provides an introduction to the corporate environment and operating structures.

EV 201 Introduction to Events & Events Decor

This module aims to introduce students to contemporary events management within an historical context focusing on society's need to create events. This creation of an 'events culture' has led to a range of events that inherently impact upon host communities. By seeking to define 'events management' this module aims to identify the distinct nature of the sector and locate it within the wider service industry. The evolution of a rich diversity of events from community arts to mega and major events requires potential managers to be aware of the scale and scope of those events so as to identify the knowledge and skills necessary to work effectively within the industry. It is also the aim of this module is to introduce the students to the different types of events design techniques, décor types and methods. It will enhance the skills and knowledge of the student to add value to the customer expectations in the event and banquet fields and to be able to apply the principles of design to event decoration.

EV 202 Banqueting and Events (Substitute for AH&LA Module)

This module aims to develop an understanding of the theory pertaining to MICE (Meetings,

Incentives, Conferences and Exhibitions). Students will be introduced to the complexity of events and key components of event planning and management. This module requires students to draw on theory and previously acquired underpinning knowledge and skills of F&B, to organise a complex event including the functions of marketing, fundraising, human resources, financial control, as well as F&B aspects.

ID 201 Interior Design II

The module covers a broad spectrum of interior decorating principles in order for the student to personalise and transform interiors and to acquire the knowledge and skills of dressing a room in different finishes. Students will be challenged with transforming a specific room, taking clients' needs into consideration. Emphasis will be placed on applying the use of different colours, styles, textiles, lighting, window and floor coverings, textures and accessories, in order to create aesthetic appeal.

The interior decorating principles focussed on in this module, will be laying the foundations for the

Interior Design module.

IS 201 Visual Technology

Audio Visual technology is increasingly being used in hospitality establishments to enhance interaction and communication with clients. The scope of these technologies has gone further to enrich customer satisfaction and staff communication. The module covers a broad spectrum of audio-visual principles and techniques. AS Audio - Visual technology is increasingly being used in Hospitality establishments to enhance interaction and communication with clients, the course starts with an in-depth overview of Sketch-up and Photoshop, two essential tools designers use to express opinion and enhance a design. During the second half of the module students will learn the principles behind hotel website designs, and how to build them. Parts of this module can be considered preparation for the IS301 course in year three. The module focuses on visual tools, hotel website design, audio-visual tech, and hotel IT systems.

MK 201 Marketing

This module is designed to introduce students to the principles of marketing by addressing key aspects including the marketing mix, market segmentation, differentiation, positioning and sales. An emphasis is placed on examining how the various elements of marketing are interlinked and how they add to an organisation's competitive positioning and overall strategic aim.

CO 201 Business Communication & Leadership

This module presents an analysis of the types of communication processes, which occur in the internal and external business environment, beginning with an examination of the theoretical

underpinning of communication in businesses. Emphasis is placed on writing skills, reports and presentations, using technology to communicate. The module will focus on leadership attributes, what leadership is and what leaders do to be successful

IN 201 Internship II

This module enables students to consolidate the theoretical knowledge and practical skills acquired during term three of the diploma programme in a real-life work environment. It provides students with the opportunity to observe and appraise the interrelationship of theory and practice within a working environment preferably related to front office and housekeeping management.

Year Three - Swiss Higher Diploma in International Hotel and Design Management

MG 301 Human Resources & Management Principles (Substitute for AH&LA Module)

This module aims to provide students with an appreciation of the theory and practical implementation of concepts and developments in the field of management, with particular emphasis on management within the hospitality industry. In addition, it is also designed to introduce students to the functions of managing people in luxury hospitality industry, Human Resource Management. The course will begin by describing the principles of management in hospitality industry. Moreover characteristics, features, and differences to other industrial organizations will be discussed. The course is very much focused and centred towards the interaction of management and employees performance. It provides a basis for critical appraisal of organizational and managerial processes, which influence the behaviour, and performance of people in luxury hospitality industry.

MK 301 Marketing Management for the Service Industry (AH&LA)

This module will explore the phenomenal growth of consumption on a global context and the role of marketing, and specifically promotion, in relation to this. In so doing, the module will identify links between the strategic marketing process and marketing roles within global competitive business environments. This module aims to give students knowledge of the planning process that is specifically related to service industry marketing. The module aims to develop students' market research and analytic skills related to a practical marketing planning issue, through the use of 'real world' case studies and guest lectures. The module aims to deliver a balance of service marketing planning theory, practical problem-solving case assignments and current topical issues in service marketing.

CO 301 Applied Research Skills

The service economy relies on particular research methods techniques in order to cope with the intangibility of the products and an inherent customer focus. Understanding consumers' wants and needs as well as satisfaction levels is still an under-skilled and under-researched area. Graduates with research skills and the ability to investigate consumer preferences are in demand by the industry. This module aims to develop the research and reporting skills of students. The module will progress from basic skills including referencing and writing literature reviews to critically analysing a range of research methodologies used by the service sector.

AC 301 Managerial Accounting (AH&LA)

The module focuses on the use of financial analysis and control techniques utilising relevant data, based on a variety of case studies. It also addresses investment in the hospitality industry, financial projections and portfolio management.

ML 301 Retail Management of Luxury Brands

This module aims to develop students' practical knowledge and understanding of the luxury retail management. It provides opportunity for students to synthesize information regarding the retail management (origin, evolution, specificities including customers) and to understand this crucial and growing industry. It also helps students to understand the sales process and the actors.

Through research and critical analysis, students will identify:

- § how an international distribution is established with a focus on the luxury industry and the selective distribution

- § who are the luxury industry customers and how a relationship is developed with them by the brands.

An additional know-how easily transferable to management positions offered by the hospitality industry (including boutique & design hotels) but also by the luxury good industry and the retail distribution.

ML 302 Product and Brand Development

This module aims to develop students' practical knowledge and understanding of the luxury good industry in terms of brand and product development. It provides opportunity for students to synthesize information regarding the luxury industry (origin, evolution, specificities including customers) and understand this "special world". It also helps students to understand branding as well as the product development process.

Through research and critical analysis, students will identify:

- § how the luxury industry has developed and became a significant industry with international groups as main actors.

- § how brands and products are developed, how they have become an essential element in

a globalized economy.

An additional know-how easily transferable to management positions offered by the hospitality industry (including boutique & design hotels), but also by the luxury good industry.

ID 301 Interior Design

The aim of this module is to equip you with skills and competencies that are essential in writing the design brief for designing functional, aesthetic and conducive interiors with regard to their intended purpose. It will enable you to acquire an aesthetic, practical and technical appreciation of the spatial layout and design elements ranging from visual (colour, lighting, form) to the tactile (surface, shape, texture) to the auditory (sound, noise, echo). It further aims to establish an understanding of how these elements interact with each other and with people that use and respond to them within the hospitality industry.

EV 302 Logistics and Supply for the Events Industry

This module will introduce the concept of logistics management within the event industry and will identify those techniques and tools available to the events manager. The fundamental building block for the event being the proposal linked to tendering and sub-contracting. The event can include construction, as well as servicing and has to be underpinned by financial planning and risk assessment. Logistics for the industry must include identification and information of the supply side and the potential for evaluation of other service providers, which is often linked to management information systems.

IS 301 AutoCAD

This Module aims to bring together design components thought in IS101 and IS201 with the objective to build a professional looking Hotel Website and 3D hospitality related design. Students will use tools such as Photoshop, Flash, CorelDraw and Smartdraw as add-ons to reach their objectives using Dreamweaver and AutoCAD. Designing a component of a hotel, such as a Hotel Room or Lobby, will follow this. The skills thought prior to this stage will be vital as students will be able to work on a detailed level due to prior preparation. AutoCAD known to be the worlds most advanced design program is used to build the 3D object set using the “plan and Elevation” system.

This Module invites you to build professional designs using AutoCAD and Dreamweaver as the principal platforms. Various other tools will be thought prior or during the module to assist you to reach your design goals.

ID 302 Hospitality Facilities Management and Design

The aim of this module is to enable students to explore the essential elements in the acquisition, maintenance, management quality systems and control of premises, plant and equipment used

in the hospitality, leisure and tourism sectors. It is a broadly based module that covers the related understanding of maintenance, design and energy management and their application to current and future industry practice

2.4 BA (Hons) & Swiss Degree in International Hospitality and Design Management

6HO708 HRM and Business Strategy

The strategic development of service sector organizations has been marked by recognition that superior service quality contributes significantly to competitive advantage. Further, globalization, increasing competitive pressures and changing customer demands have led to the realization that successful service organizations need to be flexible and responsive to change. This module provides a forum for the exploration of recent developments in management theory and practice, relating these to the strategic and operational perspectives of service sector encounters. Companies need to identify and examine future developments within the service sector and develop scenarios for facilitating and managing change. Assessment: Report 100%

6HO707 Delivering Added Value

Hospitality products are complex and include a high service component. A competent manager in this industry will need to develop a holistic view of how the organisation can create value for the customer using both tangible and intangible facets that the luxury organisation offers. Competition between luxury hospitality organisations both nationally and internationally will be based on the integration of all the elements of the management process in a way that gives the customer an experience that satisfies and even exceeds their expectations. This module will examine the parameters of operations, which need to be managed in order to situate the organisation in a strong market position. In so doing, it will explore some challenging management issues.

6HO711 Project Management

Building and renovation projects are to be delivered to meet client expectations with respect to cost, time, and quality. Participants in the construction process are drawn from a variety of disciplines and trades. The success of any project depends on effective management of activities and co-ordination of interdisciplinary efforts. The project management approach has established itself as a formidable approach for project delivery system in view of its ability to effectively satisfy client objectives in the procurement of construction products. Some of the potential benefits of the project management approach are improved control of time, quality, cost and better management of conflicts in the construction process. The ability of a project manager to efficiently perform these functions and to effectively co-ordinate the efforts of other

participants toward project objectives largely determine the efficacy of the project management approach. This module aims to provide an overview of management processes and techniques required in multidisciplinary settings to ensure a co-ordinated team approach for effective delivery of building projects.

6HO712 Small Business Development and Entrepreneurship

The aim of this module is to develop a knowledge of the process of entrepreneurship and the environment in which the process takes place, the skills to enable the student to make an informed decision to develop their own ventures, or alternatively, to be more entrepreneurial within existing organisations and to determine the journey within the context of personal development.

6HO706 Advanced Consumer Behaviour

The rationale underpinning this module is that strategically led businesses in the current world economy need to understand consumers' motives, perceptions and decision making processes in order to creatively design and develop products that will be successful in the market place. Although the consumption process is covered in brief in previous modules, there is a need for advanced level analysis of consumer behaviour to enable the graduate to gain a rounded appreciation of the critical issues governing consumption and the decision making process. Assessment: 100% report

6HO709 Innovation in Design and Technology

This module is designed to extend themes developed in Technology and Hotel Design and will concentrate on the future directions, challenges and development of solutions relating to Hotel design and technology for the 21st century. It will examine a range of themes focusing on innovation in design and technology and its effects on the construction process in terms of innovative uses of materials, structures, space and flows. This module will enable you to develop and extend research interests in novel and innovative elements of hotel design with regards to space, flow and technology and project management.

6HO994 Independent Study

The independent study offers students the opportunity to develop their analytical and critical skills in an extended analysis of a business topic, selected by the student and supervised by a member of the teaching team. The nature of the independent study will vary from student to student and from course to course. The study could take the form of a critical case study, a dissertation or a work based management project on a subject of the student's choice, with the supervision of a member of staff.

The content will include an elaboration of the background factors involved in the situation; an

evaluation of the relevant theories and concepts; an applicable methodological approach and a critical analysis of the subject selected.

Assessment: Proposal 10%; Dissertation 90%

6HO710 Integrated Project

This module forms the culmination of the design elements that the student has undertaken within the three/four years duration of the Programme.

You are expected to independently apply knowledge, skills and understanding, with a focus on active and reflective practice and clear evidence of synthesis and integration of the various skills and knowledge acquired throughout the course. The module is designed to provide the student with the opportunity to develop a project that will explore all the main design and technological issues raised by other modules.

The project will be rigorous and challenging, and will fully develop and test the student's ability to critically analyse the issues arising from a specified brief. The student will be expected to critically appraise given brief and produce an appropriate response, demonstrating the awareness of regulatory, functional and aesthetic requirements.

This module will provide you with the opportunity to develop a strategic approach to design work.

During the design crits sessions and on completion of the project you will be expected to give a visual presentation of their proposals using appropriate materials and media.