



BBSI Diploma Course in Hospitality Management & Tourism

BBSI runs a range of specialised courses at Certificate, Higher-Certificate and Diploma levels. These courses are available in different formats, either as foundations leading to a first degree at a UK university, as Pre-Masters leading to a Postgraduate degree in the UK or for vocational purposes for those who wish to return to their countries with enhanced skills and knowledge. The BBSI scheduled courses in Hospitality Management & Tourism are available in these different formats as follows:

- * Certificate in Hospitality Management & Tourism
- * Higher-Certificate in Hospitality Management & Tourism
- * **Diploma in Hospitality Management & Tourism**
- * University Foundation in Hospitality Management & Tourism
- * Pre-Masters in Hospitality Management & Tourism

The BBSI Diploma Course in Hospitality Management & Tourism is of 36 weeks duration, and is carefully designed to enable students at an Intermediate Level in English or above to study the concepts and learn the communication skills required for careers in the hospitality and tourism industries. The course comprises 30 lessons weekly, and is considered notionally at the National Qualifications Agency (NQA) Level 3 within the British Government's National Qualifications Framework. Students who therefore successfully complete the course will gain a BBSI Diploma in Hospitality Management & Tourism and NCFE awards.

Additional English and Business English Qualifications. Students will develop competent business English, and professional communication skills. Additionally, in the supplementary English-language elements of the course, students have the option to prepare for up to 3 different University of Cambridge ESOL examinations[†]: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, participants can opt to join our ongoing weekly English Language Workshop[‡] (ELW) at a language level to suit their needs.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 36 weeks (3 terms)

Course Designation: DHT

Lessons Weekly: 30 (*each of 45 minutes duration*)

Main Course Entry Dates: September, January, March or June.

Minimum Age: 17 years



Course Structure & Content:

Term 1

20 lessons weekly in Communication & Business Skills

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

** English Language Workshop (ELW)*

Terms 2 & 3

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

** English Language Workshop (ELW)*

Awards:

BBSI Diploma in Hospitality Management & Tourism

(continuous assessment)

NCFE Certificate in Communication & Business Skills

(continuous assessment)

NCFE Certificate in Hospitality Management & Tourism

(continuous assessment)

Optional External Examinations*:

University of Cambridge FCE

University of Cambridge CAE

University of Cambridge BEC

Course Objectives:

- * to enable students to develop a sound understanding of current theory & practice in hospitality management & tourism
- * to enable them to acquire a sound understanding of hospitality management & tourism concepts
- * to facilitate the development of effective business English communication skills
- * to ensure students build appropriate vocabulary related to hospitality management & tourism
- * to allow them to develop confidence & fluency in the English language towards Advanced level
- * to provide opportunities to prepare for English language qualifications



Course Elements. In addition to providing students with a thorough and comprehensive grounding in business English and professional communication skills, the Diploma syllabus incorporates specialised elements selected from the following:

- * *hospitality management*
- * *customer service*
- * *careers & destination management*
- * *health, hygiene & fire safety*
- * *conference & banqueting operations*
- * *environmental tourism*
- * *personnel management*
- * *retail travel services*
- * *waterborne transport*
- * *tourism management*
- * *financial management*
- * *accommodation services*
- * *hotel front office*
- * *food & beverage*
- * *structure of the hospitality & tourism industries*
- * *duty management*
- * *tour operators*
- * *air transport*
- * *ancillary travel products*
- * *travel geography*

† **University of Cambridge ESOL Examinations**

FCE (First Certificate in English)

FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

CAE (Certificate in Advanced English)

CAE is the second-highest level of Cambridge ESOL examination and is ideal for those who want to work or study abroad. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions.

BEC (Business English Certificate)

There are 3 levels of BEC examination: the BEC Preliminary, BEC Vantage and BEC Higher. All 3 examinations are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard of English in a professional context.

‡ **English Language Workshop**

The English Language Workshop is designed to provide general language support for those students who are studying a specialised course and who do not intend to prepare for a specific English language examination. The content of the Workshop includes extensive skills practice in professional areas of the language, which is useful for those who need to improve their ability to communicate effectively with others in a professional international environment, or who later decide to acquire a professional qualification.

* *Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*



The following diploma courses are also available at BBSI:

- * Management & Business Administration
- * Marketing, Advertising & Public Relations
- * Finance & Financial Services
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT

BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ www.bbsi.co.uk

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



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Typical Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 1 (First week of Term)	<p style="text-align: center;">Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> <i>Skills: introductions & networking, structuring effective presentations, formal business report writing formats</i> <i>Case Study: outsourcing</i> <i>Assessed Tasks: presenting yourself, business recommendation for a bank</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 2	<p style="text-align: center;">Topic: brands & brand management <i>Skills: taking part in meetings, discussion language</i> <i>Case Study: developing a brand</i> <i>Assessed Task: analysing a company logo</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 3	<p style="text-align: center;">Topic: managing change <i>Skills: conducting a meeting, the language of meetings</i> <i>Case Study: a takeover</i> <i>Assessed Task: meeting simulation</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 4	<p style="text-align: center;">Topic: money, finance, banking & investment <i>Skills: writing an agenda and action minutes for a meeting, investment</i> <i>Case Study: an investment company</i> <i>Assessed Tasks: progress test, banking & insurance services for a small business</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>



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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 5	<p>Topic: promotions & promotional literature, trade fairs & advertising Skills: effective presentations Case Study: creating a promotional campaign Assessed Tasks: banking & insurance services for a small business</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 6	<p>Topic: recruitment <i>(including the recruitment process, headhunting, hiring & retaining staff)</i> Skills: preparing a CV & covering letter Case Study: choosing the best candidate for the job Assessed Task: a job application</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 7	<p>Topic: international trade <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i> Skills: negotiation techniques & styles, negotiation language Case Study: a negotiation Assessed Task: negotiation role-play</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 8	<p>Topic: innovation <i>(including describing innovations, new product launch)</i> Skills: presentation skills Case Study: innovative products Assessed Task: summarising a document</p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>

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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 9	<p style="text-align: center;">Topic: leadership skills <i>(including character & qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 10	<p style="text-align: center;">Topic: business ethics <i>(honesty & dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 11	<p style="text-align: center;">Topic: travel & tourism Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts Skills: cultural language & idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region</p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>

*Please note that presentation subject order may vary in weeks 7 to 12



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 13 <i>(First week of Second Term)</i>	Overview of the Hospitality Industry <i>structure of the accommodation industry, hotel grading & market segments – AA ratings system, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 14	Tourist Motivation & Behaviour <i>tourist needs & wants, general & specific motivation for tourism, future trends in tourism, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 15	Accommodation Services <i>accommodation facilities – guest expectations, cultural differences & etiquette, operation of housekeeping & maintenance departments, duty management, hotel visit(subject to availability)</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 16	Hotel Front Office 1 <i>business segments & tariff structure, costing & budgeting, reservation systems, check-in & check-out procedures, ancillary services – car hire</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 17	Hotel Front of House 1 <i>reservation procedures, telephone techniques, charging services to guest accounts, billing procedures/refunds, cash handling</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 18	Hotel Front of House 2 <i>negotiation skills & role play, selling skills & role play, progress test</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 19	Customer Service <i>communication, people & social skills, handling complaints, dealing with difficult situations, staff training, complaint letters & compensation, customer relations</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 20	The Economics of Tourism <i>economic impacts of tourism, the tourism multiplier, the international tourist market, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 21	Tourism Management 1 <i>role of the tour operator, mass market & independent tour operators, planning & developing package tours, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 22	Tour Operations <i>marketing of package tours, the process of negotiation, pricing the package tours, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 23	Careers & Destination Management <i>guides and tour reps, planning & marketing a destination, case study and SWOT analysis, jobs in the tourism & hospitality industry</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 24	The Travel Industry <i>waterborne transport – cruise, structure of the airline industry, function of an airport, schedule & charter services, cabin crew, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 25 <i>(First week of Third Term)</i>	Overview of the Tourism Industry <i>the tourism chain of distribution, integration in the tourism industry, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 26	Sustainable Tourism <i>environmental impacts of tourism, environmental impacts of tourism case study, socio-cultural impacts of tourism, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 27	Marketing of the Tourist Product <i>research in tourism marketing, marketing analysis, questionnaires/surveys, development from analysis & future planning, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 28	Visitor Attractions/Management <i>manmade/natural attractions, visitor attraction management, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 29	Tourism Management 2 <i>travel agency operations, travel agency skills & competences, travel costings, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 30	Retail Travel Operations <i>business travel, the role of ABTA, travel geography, ancillary services, comparative study</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 31	Personnel Management 1 <i>staffing & selection, effective recruitment: methods, the process, advertising, induction, appraisal systems</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 32	Personnel Management 2 <i>improving team performance, performance management, personality types, dealing with problems</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 33	Conference & Banqueting Operations <i>role of C&B operations staff, set-up for meetings, health & safety of room set-ups, conference equipment, event management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 34	Conference & Banqueting – Operations & Administration <i>set-up for functions/banquets, staffing, service & clearing, role of the C&B administration office, conference rate structures, conference management, visit to conference centre(subject to availability)</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 35	Health, Hygiene & Fire Safety <i>health & safety at work, hazard awareness, accident reporting, basic food hygiene, fire safety, risk assessment/emergency manual, talk by fire officer(subject to availability)</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 36	Food & Beverage Service <i>sectors of the catering market, describing dishes, taking orders, food & beverage cycle, food & beverage management, the brewing industry</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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