



## DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT (T08)

### Course Overview

The demand for hospitality and tourism graduates is poised for strong growth, with people seeking their next leisure adventure and global business travel bouncing back strongly. As the pioneer polytechnic diploma in hospitality and tourism, this course ensures that you are employable from the moment you graduate.

Transform your interest in travel into a hospitality and tourism industry career and contribute to sustainable tourism's future. Become a curator of memorable experiences through our practice-based teaching approaches, where mastery in anticipating customer challenges is achieved. You will curate memorable experiences during the course as you propose customer-centric solutions in different business and cross-cultural settings. You will also hone your workplace skills and talents through working with industry practitioners when you integrate emerging technologies that support businesses, create digital content and formulate digitalisation strategies.

Here, you will embark on work-based learning, overseas study trips, overseas internships as well as participate in community projects and co-curricular activities for your holistic development. These experiences will help you gain the future-ready capabilities needed for the hospitality and tourism jobs of tomorrow and seize the many other career opportunities that are available too!



#### ACQUIRE SUPER-HOST DNA

Students unlock skills to create memorable customer experience, while harnessing technology to create the high touch service through applied learning.



#### VERSATILE SKILL SET

Hone your critical, creative, reflective thinking and problem-solving skills from an experience-based learning perspective. This will enable you to seamlessly apply your learnings to other industries.



#### WORK-BASED LEARNINGS

Students accelerate job experience and put themselves ahead of their peers through work-based learning, industry competitions and pre-employment.

### Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (EL1)*	1-6
Mathematics (E or A)	1-6
Any three other subjects, excluding CCA	1-6
<b>2023 Planned Intake</b>	<b>120</b>
<b>Net ELR2B2 aggregate range (2023 JAE)</b>	<b>6 - 17</b>

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

\* *Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

## [REVAMPED!] What You'll Learn

**YEAR 1**

YEAR 2

YEAR 3

TPFUN

Commence with foundational business subjects before embarking on Hospitality & Tourism fundamentals such as introduction to hospitality & tourism and tourism geography.

Core Subjects		
Subject Code	Subject	Credit Units
BAF1010	<p><b>Business Accounting</b></p> <p>This module provides students with an understanding of core accounting principles from the preparation of accounting entries to the financial statements of businesses. In addition to gaining practical knowledge of</p>	4

accounting, students will also learn to perform financial ratio analysis to draw critical insights, assess business performance and make impactful recommendations to management for improvement.

**BBS1001**

**Principles of Management**

**4**



This subject covers the key management functions of planning, organising, leading and controlling. It addresses the impact of environmental factors that affect business and the relevance of corporate social responsibility in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.

**BBT1010**

**Business Technology & Analytics**

**4**



This subject provides an overview of how digitalisation and business technology impact the future of work and businesses. It also encompasses the utilisation of digital information and applications to facilitate decision making and problem solving through data analysis and visualisation.

**BEC1007**

**Business Economics**

**4**



This subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand and supply, elasticity, market competition and product differentiation. It also includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.

**BHT1010**

**Introduction to Hospitality & Tourism**

**4**





Learning and Teaching Approach:

**Scenario-Based**

This subject provides an overview of the multi-faceted hospitality and tourism industry and their key sectors. It introduces common terminologies used and covers the various theories on travel and tourism. It also highlights the interplay between demand and supply forces of the two industries and explores the major issues faced by them. It lays the foundation for future applications where decisions can be made about the hospitality and tourism industry.

**BHT1021**

**Work-Based Learning 1**

1



Learning and Teaching Approach:

**Work-Based**

This programme covers hands-on learning experiences in a variety of organisations. It includes real-work experience that develops basic workplace knowledge, skills and attitudes. It also introduces the fundamentals of critical thinking through reflective practice and application to enhance service delivery competencies for personal and professional growth.

**BHT1024**

**Tourism Geography**



3



Learning and Teaching Approach:

**Scenario-Based**

This subject provides insights into the interconnectedness of places, people and landscapes of which tourism is a facet due to the social, cultural and economic activities present at tourist destinations. Topics covered include a spectrum of different types of special interest tourism and niche experiences such as ecotourism and wellness tourism.

<b>BLO1001</b>	<b>Business Statistics</b>	<b>4</b>	
	<p>This subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, correlation and regression, probability distributions, estimation and hypothesis testing. It also covers the use of computer software application to perform statistical computation for data analysis and interpretation.</p>		
<b>BMK1005</b>	<b>Marketing Fundamentals</b>	<b>4</b>	
	<p>This subject provides an understanding of the basic concepts and practices of modern marketing. It focuses on the marketing role and the tools utilised by marketers in developing the appropriate marketing mix for target market segments.</p>		

YEAR 1


**YEAR 2**

YEAR 3

TPFUN

Hone multi-faceted skill sets applicable across all lodging, MICE and tourism companies. Engage in hands-on sessions at our Centres of Excellence, industry projects, mentorship programmes and study trips.

### Core Subjects

Subject Code	Subject	Credit Units	
<b>BCC2010</b>	<b>Service DNA</b>	<b>4</b>	
	<p>Learning and Teaching Approach: <b>Simulation-Based</b></p> <p>Against the backdrop of restaurant setting, this subject introduces the concept of empathy and pro-active mechanisms to deliver excellent service. It discusses best practices for dealing with guests, such as hosting and table-side conversations, to build resilience, adaptability, and ownership in a variety of guest contact scenarios. The identification and usage of various</p>		

roles and the overall teamwork required to operate a food and beverage establishment will also be covered.

**BHT1022**

**Work-Based Learning 2**

**2**



Learning and Teaching Approach:  
**Work-Based Learning**

This programme covers hands-on learning experiences in a variety of hospitality and tourism organisations. It includes real-work experience that introduces hospitality and tourism workplace knowledge, skills and attitudes. It also covers aspects of the application of critical and analytical thinking skills through reflective practice and consequently, how service delivery competencies can be developed within the hospitality and tourism service sectors.

**BHT2023**

**Lodging Operations**

**4**



Learning and Teaching Approach:  
**Simulation-Based**

This subject provides an introduction to the lodging industry. It covers the diversity of lodging types in the industry and concentrates on the fundamentals of accommodation operations by identifying and examining the key departments involved in operations.

**BHT2033**





**Airline Business**

**4**



Learning and Teaching Approach:  
**Simulation-Based**

This subject provides an overview of the commercial airline industry and covers key areas in airline business and the concepts and processes for air travel reservation and ticketing through the use of a Global Distribution System (GDS).

<b>BHT2034</b>	<b>Business &amp; Leisure Events</b>  Learning and Teaching Approach: <b>Project-Based</b>  This subject covers the fundamental concepts and practices relevant to the business and leisure events industry. Focal areas include events management, the operationalising of events, event-related technology, and events sustainability.	<b>4</b> 
<b>BHT2035</b>	<b>Sales &amp; Negotiation</b>  Learning and Teaching Approach: <b>Simulation-Based</b>  This subject covers sales and negotiation theories, concepts and strategies applied to achieve customer satisfaction, loyalty and overall long-term success for hospitality and tourism products and services. Focus areas include personal selling philosophy, product strategy, customer strategy and strategies on sales presentation, negotiation and closing methods and partnership strengthening.	<b>4</b> 
<b>BHT2036</b>	<b>Personal Branding</b>  Learning and Teaching Approach: <b>Simulation-Based</b>  This subject covers the importance of good etiquette in different business settings, as well as the role of empathy in ensuring the best outcome for the customer. Topics include social and business etiquette fundamentals, conflict management, empathetic communication skills, building empathy reciprocity in customer and gap analysis of customer needs.	<b>3</b> 
<b>BHT3026</b>	<b>Customer Experience Innovation</b>  Learning and Teaching Approach: <b>Project-Based</b>	<b>4</b> 

This subject covers the transformative role of tourism innovations in creating excellent customer experiences. Topics will focus on the design of the customer journey for different hospitality and tourism businesses and its correlation to the value of the tourism product or service.

**BMK2023**

**Digital & Social Media Marketing**

**4**



This subject focuses on the use of various digital channels to achieve marketing objectives and increase consumer engagement. It covers the application of digital marketing tools to support the digital marketing strategy of a business.

YEAR 1

YEAR 2

**YEAR 3**

TPFUN

Apply the acquired knowledge and skills during your 24-week internship (local or overseas). Upon graduation, fast track your career in H&T industry or deepen your skills through continuing education.

### Core Subjects



**Subject Code**

**Subject**

**Credit Units**

**BHT2037**

**Sustainable Gastro-Tourism**

**4**



Learning and Teaching Approach:  
**Case-Based**

This subject provides a broad overview of how unique and memorable gastro experiences can be curated through kitchen culture and region-specific foods and beverages. It also explores the importance of food security to conserve food biodiversity.

**BHT3027**

**Destination Planning**

**3**



Learning and Teaching Approach:  
**Case-Based**

This subject provides an overview of how tourist destinations can be planned in a culturally, environmentally and responsible manner. It covers how



destination tourism resources are utilised, role of stakeholders, sustainable planning principles and processes, crisis management and climate change issues. The strategies to be adopted for successful destination planning underpins this subject.

**BHT3028**

**Viral Marketing**

**4**



Learning and Teaching Approach:  
**Simulation-Based**

This subject covers the implementation of viral marketing through existing social networks to promote a product. Topics include the role of social media in building brand awareness and customer conversion, practice in the use of graphic design platforms, campaign design and campaign launch for businesses.

**BHT3029**

**Major Project**

**8**



Learning and Teaching Approach:  
**Problem-Based**

This subject takes the form of a final project. It builds on the knowledge, skills and abilities developed throughout the HTM course and showcased in the creation of solutions for an authentic complex problem. Autonomy in project conceptualisation and management is emphasised within a supervisory framework. Topics covered are basic project management skills such as proposal planning and crafting, budget planning and management and the design of project timelines.

*^Students will choose one major and one minor elective cluster*

You will also take this set of subjects that equips you with the crucial 21st-Century life skills you need to navigate the modern world as an agile, forward-thinking individual and team player.

### TP Fundamentals (TPFun) Subjects

Subject Code	Subject	Credit Units
<b>BSI3040</b>	<p><b>Student Internship Programme</b></p> <p>This structured programme is designed to link your learning with the real work environment. You will be placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas that you have been trained, the practical training will enable you to build important skills such as problem-solving, communication, teamwork, and to cultivate good attitude and a strong work ethic.</p>	<b>16</b>
<b>BTX1001</b>	<p><b>Effective Communication</b></p> <p>This subject introduces the fundamentals of effective communication. It also covers how to communicate with and convince an audience through writing and speaking tasks. The skills in this subject will include the application of strategies for communication, appropriate vocabulary, language features, visual aids, tone and style. The <b>Message, Audience, Purpose and Strategy (MAPS)</b> framework will also be applied when planning and engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.</p>	<b>3</b>

**BTX1002****Professional Communication****3**

This subject covers professional communication skills for the workplace and employability skills in the areas of career preparation. It covers communication and interpersonal skills, including effective virtual communication etiquette, and conducting oneself professionally in the workplace. In addition, essential career preparation skills such as resume writing and interview skills, needed to seek and secure work would be included. The **Message, Audience, Purpose** and **Strategy (MAPS)** framework would also be applied when engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.

**GTP1301****Current Issues & Critical Thinking****3**

This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.

**GTP1201****Career Readiness****1**

This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills,

build competence through self-directed learning methods, and acquire the skills of being a lifelong learner.

**GTP1202**

**Career Management**

**1**



This subject focuses on career management skills. It covers the importance of workplace readiness skills to adapt and respond to the changing job market environment. Career ownership and continuous learning for lifelong employability will be emphasised. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning, and acquire the skills of being a lifelong learner.

**BGS1002**

**Global Studies**

**3**



This subject provides essential skills and knowledge to prepare students for an overseas experience. They will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, they will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment. The subject prepares students to be responsible global citizens and leaders who can contribute to the global community through effective communication and collaboration.

**GTP1302**

**Guided Learning\***

**3**



The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will



be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills. Students will enhance their problem solving and digital literacy skills through this subject.

**BIN1001**

**Innovation & Entrepreneurship**

**2**



The subject is designed for learners from all disciplines to embrace innovation in either their specialised field or beyond. Learners will be taught to apply the Design Thinking framework to develop problem statements, ideate and identify feasible solutions. Learners will be exposed to several tools for prototyping. In addition, commercial awareness will be imbued in learners through various innovation and entrepreneurship concepts or tools. This subject also prepares students to be self-directed lifelong learners who are digital and information literate. It nurtures communicative and collaborative citizens who can use objective analysis in problem-solving.

**GTP1101**

**Leadership Fundamentals**

**2**



This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.

**GTP1102**

**Leadership in Action**

**1**



This subject focuses on Service Learning as an experiential platform to

apply the tenets of Self and Team Leadership. Service Learning will be the capstone project for this subject, which will require an analysis of the diverse needs of the community, collaboration with community partners and demonstration of learning, including key elements of empathy. There will be opportunities to build and to apply the concepts of being a values-centred leader.

**LSW1002**

**Sports & Wellness**

**2**



The subject enables students to build a good foundation for healthy living. Students will have the opportunity to participate in hands-on practical sessions where they will experience and develop both physical and technical skills in their chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, students will be able to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will also be supplemented by health-related topics that span the dimensions of health, such as diet, nutrition, stress and weight management, to provide students with a holistic approach to healthy living. This subject also prepares students to be self-directed and accountable for lifelong learning for good health.

**TGS1001**

**Sustainability & Climate Action\***

**3**



This subject prepares students to be responsible global citizens and future leaders who can contribute to the global community. It introduces the topics of sustainability and explores how human societies can act to build a sustainable future. This subject focuses on the impact of climate change, potential solutions to climate change, and the future of the green economy from global and local perspectives.

\* Students must choose to take either **Sustainability & Climate Action** or **Guided Learning**.

## GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Subjects-Core Subjects	84 credit Units
<b>Total Credit Units Completed</b>	min 124 credit units