TOURISM & HOSPITALITY MANAGEMENT Programme Handbook for the year 2025

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MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER:

Dear Student,

Warm greetings from administrative and academic members of Stanfort Academy!
You are here to learn and to develop. We are here to support you in your exciting endeavor and to help you achieve your academic and personal goals. We assure you the opportunity for success and our commitment to support you along the way. We expect great things of you. And you have great expectations of our college.

You have chosen to put your future in our hands, and I assure that we will do our utmost to ensure that you will be happy and learn and develop as individuals. I want to encourage you to be open to new ideas, experiences, and directions. They will be your best source of support and they will help you make the most of your experience here. And I have some practical advice for you how to make the most of your experience at our college. Take advantage of all the opportunities that are here for you in and out of the classroom. Make a commitment to improve yourself.

We are delighted that you have chosen to study at our college, and we look forward to learning and growing with you. Do well and enjoy. You should start your days at our college with enthusiasm and a history of success.
All our policies & procedures are clearly spelt and you are encouraged to understand them.

Do contact our administrative staff should you require further information. Every effort will be made to serve our students and I will ensure that Stanfort Academy's staff provides excellent customer service in the industry. Do speak to us! I would like to say to all of you that ingredients for an effective active learning include a willingness to exchange ideas, an interest in playing with ideas, a respect for difference of opinion, the confidence to develop your own ideas, a willingness to listen and to change one's view.

Finally, I would like to thank you so much for putting your trust in Stanfort Academy. We look forward to sharing your learning journey.

CHIEF EXECUTIVE OFFICER
DR. BERNICE GAO

TOURISM AND HOSPITALITY MANAGEMENT ACADEMIC TEAM

DR. GAO YUPEI BERNICE (Chief Executive Officer): She is an integral part of the Management team as well as a member of the Academic and Exam boards.

Qualification:
Doctor of Philosophy in Education Management
Master of International Business (Monash University)
Bachelor of Business-Accounting (Monash University)

MS. MAR LAR (Academic Affairs Director): Oversees and implements academic planning and services, as well as student affairs in general.

Qualification:
Master of Business Administration (London Metropolitan University, UK)
Honours Degree of Bachelor of Science in Computing (University of Portsmouth, UK)
Bachelor of Science in Physics (Myanmar)
International Diploma in Computer Studies (NCC, UK)

MR. PETROS ZENIERIS (Dean of Business & Hospitality Management courses)
Oversees the Business, and Tourism & Hospitality undergraduate programmes.

Qualification:
Bachelor Degree in Economics (University of Thessalonica, Greece)
ACTA Certification

MR. RATISSH BALAKRISHNAN (Department Head – Tourism & Hospitality): He manages the Tourism & Hospitality undergraduate programmes at the institute.

Qualification:
Master of Business Administration (London Metropolitan University, UK)
Bachelor (Hons) in Hospitality Management (University of Salford, UK)
Professional Diploma in Hospitality Management (ICMEM Switzerland)
Diploma in Business Computing (Republic Polytechnic, Singapore)

Mr. VAIBHAV DALAL (Senior Academic Operations Manager): He is responsible for Counselling, Academic Operational matters, Disciplinary issues and On-Job-Training placements, and a member of the Academic and Exam boards.

Qualification:
Master of Business Administration, Post Graduate Diploma in Business, Bachelor of Commerce, ACTA, Professional Diploma in Teaching – University of Cambridge

MS. AUDREY CHIA (Full-Time Lecturer):
Lecturer handling various modules for Tourism and Hospitality Courses

Qualification:
Bachelor (Hons) in International Hospitality Management (University of Derby, UK)
Executive MBA in International Marketing (University of Applied Sciences, Switzerland)
Postgraduate Diploma in Asia Pacific Regional Development (University of Applied Sciences, Switzerland)

PUBLIC HOLIDAYS FOR 2024

Course Schedule Time	Mondays to Fridays
	Please refer to the lesson timing
School Holidays – Term Breaks	Chinese Lunar New Year Break: 27th January to 31st January 2025

New Year's Day	1 Jan 2025	Wednesday
Chinese New Year	29 Jan 2025	Wednesday
	30 Jan 2025	Thursday
Hari Raya Puasa	31 Mar 2025	Monday
Good Friday	18 Apr 2025	Friday
Labour Day	1 May 2025	Thursday
Vesak Day	12 May 2025	Monday
Hari Raya Haji	7 Jun 2025	Saturday
National Day	9 Aug 2025	Saturday
Deepavali	20 Oct 2025	Monday
Christmas Day	25 Dec 2025	Thursday

USING THIS HANDBOOK

This programme handbook contains a wealth of information. Some of it will be of more relevance to you later in your respective courses than at the start of your studies. It covers many of the questions you will have about your course and how to locate additional information or seek for further advice.

For more detailed information you will sometimes need to consult other sources, such as:

- Student Service Center - for details of important regulations and procedures.
- Head of Department - for academic information, timetable and course structures.

This programme handbook specification defines the key features of your respective Hospitality and Tourism Management courses currently offered by Stanfort Academy, their aims, structure and learning outcomes and identifies all respective modules you require to study in each course for your award.

It is students' responsibility to be fully aware of the regulations, which govern their studies as an undergraduate student of Stanfort Academy. We provide guidance on most aspects of the Academic Regulations via our website, including Student Handbook; if you are unsure please contact our Student Service for a clearer insight.

By joining Stanfort Academy as a student you and the school will form a formal relationship and you will become a member of our academic community. You are Stanfort Academy student and you will study your respective programme at Stanfort Academy. The terms and conditions will govern your relationship with Stanfort Academy.

It is therefore your responsibility to read and understand this important information. If there are aspects of the terms and conditions you do not understand please contact the Student Service or the Head of Department for a clearer insight.

You should also be aware that, occasionally, the details in this Handbook, including the respective Courses' Specifications, may subsequently be amended or revised in accordance with the policies and regulations.

SECTION 1:
WELCOME TO TOURISM AND HOSPITALITY MANAGEMENT PROGRAMMES

Stanfort Academy welcomes you all to our Tourism & Hospitality Management programmes.

Our Hospitality Management programme consisting of various courses, offers students an opportunity to holistically enhance their knowledge and understanding of various levels of Hospitality management, in the domestic as well as the international business arena. Our various courses are designed and aimed to provide and endow students with a broad, systematic and combined knowledge and understanding in their various studies of Hospitality and Tourism Management.

Our ultimate purpose has a threefold aim:

- To increase the understanding of organisations, their management structure, the economy and the business environment;
- To prepare and develop students for a career in the fields of Hospitality and Tourism;
- To enhance students with a wide range of skills and attributes, which will allow them become effective global citizens.

Our Tourism and Hospitality programmes with its various courses is aimed to utilise a blended learning approach to teaching and learning through a mixture of interactive workshops, lectures including virtual lectures and a wide range of multimedia. Students are provided with opportunities to analyse and discuss core principles and concepts and obtain formative feedback. Lectures, practical activities (i.e. presentations, MCQ tests) are designed to convey broad principles, concepts and knowledge, as well as offering students the opportunity to analyse and apply learnt knowledge through individual or group assignments on various Tourism and Hospitality management scenarios.

Phone contacts:	+65-6565 9786, +65-6560 5559
School's Website:	www.stanfort.edu.sg
Email address:	info@stanfort.edu.sg
(for enquiry and feedback/ complaint):	feedback@stanfort.edu.sg
SkillsFuture Singapore:	https://www.ssg-wsg.gov.sg/

School's Operating Hours

Monday – Friday: 9:00 AM – 6:00 PM

Saturday, Sunday & Public Holidays: Closed

Management Team

1. Chief Executive Officer: Dr. Bernice Gao
   Email: bernice@stanfort.edu.sg

2. Academic Affairs Director: Ms. Mar Lar
   Email: marlar@stanfort.edu.sg

3. Dean of Undergraduate programs: Mr. Petros Zenieris
   Email: petros@stanfort.edu.sg

4. Head of School for Tourism & Hospitality: Mr. Ratissh Balakrishnan
   Email: ratissh@stanfort.edu.sg

3. Senior Academic Operations Manager: Mr. Vaibhav Dalal
   Email: dalal@stanfort.edu.sg

Teachers Team

Ms. Audrey Chia (Full Time Lecturer)

   Email: audrey@stanfort.edu.sg

Mr. Albert Pang (Adjunct Lecturer)

   Email: bertpanghh@yahoo.com.sg

Emergency Contacts in Singapore

- Emergency Ambulance & Fire: 995
- Non-Emergency Ambulance: 1777
- Police Emergency: 999
- Police Hotline: 1800 255 0000
- Dengue Hotline: 1800 933 6483
- Fire Hazard Reporting: 1800 280 0000
- SCDF General Enquiries: 1800 286 5555
- AVA Hotline: 1800 226 2250
- SP PowerGrid (to report a power failure): 1800 778 8888
- NEA Hotline: 1800 225 5632
- Floods or Drain Obstructions: 1800 284 6600
- Building & Construction Authority: 6325 7191 / 6325 7393
- HDB Essential Maintenance Service Unit (ESMU): 1800 275 5555 / 1800 325 8888 / 1800 354 3333
- Drugs & Poison (non-emergency): 6423 9119
- Weather: 6542 7788
- City Gas (for any issues regarding gas leakages, or disruptions): 1800 752 1800

Free Counselling Services in Singapore:

- SOS (Samaritans of Singapore) -1800 221 4444
- The Counselling Place -6887 3695
- CareCorner Singapore -1800 3535800
- Family Life Society -6488 0278
- ComCare Hotline -1800 2220000 (24 Hours daily service)

SECTION 3: RESPONSIBILITIES OF A STUDENT

3.1. Induction Programme Checklist

Following your Induction Programme and Course Introductory Meetings, you should check that you have received the following:

- ☐ Student contract confirming your course and modules
- ☐ Student ID (Fin.no)
- ☐ Course timetable
- ☐ Location of the Student Service Centre
- ☐ The location of the Library
- ☐ Details of your teacher and Head of Department
- ☐ Course handbook

If you miss the Induction Programme you still need to obtain all the above items. Contact your designated Student Service to ensure that you know what to do and where to go. It is very important that you complete the enrolment process as this is what activates your status as a student and ensures, for example, that you appear on your module class lists.

An orientation program is conducted for all students and this includes;

- Academic Programme - Overview
- Assessment Structure
- Assessment Grading Criteria
- Curriculum Delivery methods
- Lesson Time and Venue
- School Attire
- Graduation Requirement
- Delay Exam / Re-Exam
- Attendance Requirement (ICA / Exam)
- Leave Process / STP-Exam Matters
- Supplementary Examination matters

- Medical Leave Policy
- Computer Usage policy
- Appeal Process
- Exam Result
- Award Certificate
- Student Pass cancelation and renewal matters
- Academic Code of conduct
- Progression Pathway
- Job Opportunities

3.2. Attendance Requirements

In order to succeed on your course, you should attend all classes and attempt all assessments; indeed the School requires this of you. Whilst some absences may be unavoidable you should always let your Module Lecturer know in advance and you must catch up on what you have missed.

- Students must attend all scheduled classes and will have their attendance taken.
- Students are not allowed to sign the attendance on behalf of their classmate(s).
- Students will be marked as absent if they do not have a medical Certificate (MC) or do not have the permission from the institute to miss the lesson.
- Students are to be present in class for the entire session to be awarded a full session's attendance.
- Students are not allowed to request others to sign attendance on his or her behalf. Students are expected to attend school every day unless they are excused by the 'Head of School for Tourism & Hospitality'.
- Students / Guardians are to contact the office to request permission for the Student to be absent from classes. Subject to Management approval.
- Students are not allowed to mark on the attendances under any cause.
- The minimum attendance requirement for international students is 90%. (set by ICA)
- The minimum attendance requirement for local students is 75%.
- International students will be expelled from school and will have their pass cancelled in

case they do not meet the attendance requirement (90% a month) for 4 times in between total duration of study.

- Local student will be expelled from school if students' attendance is lower than 75% for 4 times in between total duration of study.

- Students are to secure a minimum 75% physical classroom attendance to be eligible to sit for exam.

- A certificate of attendance or completion certificate cannot be issued to those who do not complete the minimum requirements of the attendance.

ICA Attendance reports requirement

The School is obliged to report to the Immigration and Checkpoints Authority (ICA) on all foreign students:

- For international students whose percentage of attendance in any month during his/her study period falls below 90% without valid reasons; (refer to the warning letter section for more details)

- Students are required to submit medical certificate within 3 working days as the school will have to submit overall attendance report to ICA on 7th of every month.

Medical Certificates

When a student is absent from class due to medical reasons, he/she is required to submit the original copy the Medical Certificate within 3 days from their sick leave and complete the Leave Application form.

- Only medical certificates issued by registered clinic, polyclinics, or hospitals will be accepted.

- **Medical Certificate produced from (TCM) the Tradition Chinese Medicine will not be accepted.**

Overseas leave and sick leave application requirement

- Students applying for overseas leaves are required to provide relevant documents, fill up the guarantee letter given by the school and submit it with acknowledgement to the Discipline Master. Only upon approval by the Discipline master can students proceed to purchase their flight tickets. All leave applications are subjected to Management approval.

- Students who are planning to go back to their home countries for medical treatment due to illness or for regular doctor visits are required to apply leave and obtain approval from school beforehand. Upon return to Singapore, they must immediately submit their home countries original medical certificate with English translation. (**Any foreign medical certificate without English translation will be rejected and students leave will be voided off, leading to an absent record) expulsion will be executed if needed**).

- Any students who extend their leave or fail to report to school in time after leave period is over, (Did not come back in time as per the leave date indicated in leave form) without any valid reason, will be dealt with by the school discipline department once they return to school.

Assessment requirement

- Student must achieve **75%** attendances rate for the whole module in order to be eligible to attempt the assessment for the module.
- Student will be barred from examinations if they do not achieve the attendances rate which is indicated by the school.
- Those who are barred from exam due to low attendance will be required to attend make up classes with a payment of $100 per class. Following which they will sit for a written supplementary exam.
- Stundents who fail the supplementary exam attempt will be will be required to make a payment of $500, for which they will be given 2 classes followed by a re-module examination.
- All overseas/local/urgent/home leave, MCs, will not be counted in attendance requirement for exam. Only physically presence is counted to tabulate exam attendances.

- How late a student joins the programme will determine how many make-up lessons they will have to take and how much they will have to pay.

3.3. Discipline Matters

Student discipline is an important part of providing the environment which is conducive to learning for all. Discipline policies set out a balanced approach recognizing student achievement and dealing with unacceptable behaviour. They are based on developing student responsibilities, encouraging respect and creating good conditions for effective teaching and learning. They also aim to be the foundation for a safe, happy and conducive place. Every student has the right to a learning environment free from bullying and intimidation and to feel safe and happy at school. They have a right to be treated fairly and with dignity.

<u>Violation or breach of rules</u>

- Students (International Students with STP) with a monthly attendance record below 90% attendance / Singaporean, PR or Non-STP international students below 75%
- Students who failed to inform and obtain approval from the School before going on home-leave.
- Student (STP/Non-STP) who takes home leaves for more than seven (7) consecutive school days without prior approval from the school.
- Students (STP/Non-STP) who absent for seven consecutive school days without official approval from the school.
- Students leave Singapore without prior approval from the school.
- Students attempt to perform forgery on Medical Leave Certificate for medical leave/sick leave.
- Students who commit offences against the law of Singapore governing bodies and bring the school into disrepute and Students who are cheating in examinations.
- International students holding Student Pass seek employment in Singapore. (Student Pass holders who are caught working in Singapore will be reported to ICA and their Student Pass will be cancelled; Student's Pass holders are not allowed to be engaged in any form of employment, business, profession or occupation in Singapore whether

paid or unpaid.)

- Students who persistently misbehave despite advice and warnings from School.
- Students who consistently not following the school rules on school attire (proper uniform/ appropriate attire (no shorts and no slippers)/ No brightly dyed hair colour/ footwear/no wearing of caps) and personal hygiene (clean shave) despite several advice and warnings from the School.
- Students who perform disruptive actions/ words against school teacher/ staff/ classmates.
- Students physically assaulting each other.
- Underage students caught smoking within school compound.
- Students tampering with official documents without the presence of teachers/staff.

ICA Rules and regulations

- The students shall not be adopted by any Singapore Citizen or Permanent Resident in Singapore.
- The students shall not indulge in any activities that are inconsistent with the purpose for which the Student's Pass has been issued.
- Foreign students are not allowed to enrol in any other institution than the stipulated institution (Stanfort Academy) on the Student's Pass.
- The students shall not be involved in any criminal offences in Singapore.
- The students shall not remain in Singapore after the expiration of their Student's Pass.
- Students will abide by the laws of Singapore.

Student Pass requirements

They are as stated by the In-Principal Approval letter from the Immigration and Checkpoints Authority (ICA): Students are required to note the following conditions:

- He / She is only permitted to attend the course at the school as stated in this In-Principle Approval letter;
- He/ She shall attend the class regularly; and
- He/ She shall surrender the Student's Pass for cancellation within seven (7) days of the

date of cessation or termination of studies.

Manners and code of conduct

The School aims to provide a safe and conducive environment for all our students and staff. We expect everyone to observe proper conduct and exercise certain duties and obligations within the premises. Students must always maintain the following conduct:

- Students need to be well-groomed
- No brightly dyed hair colour
- Students always need to wear their uniform according to school's rule (if applicable)
- Students must be respectful to the teachers/staff/classmates
- No vulgar language/rudeness, defiance or violence towards teachers/staff/classmates is allowed in school.
- Students should not make boisterous behaviour/harassment/intimidation/discrimination that makes other people disturb on and off the premises.
- Food and drinks are not allowed in the classroom.
- Students are not allowed to enter the staff counter/management/teachers room without permission.
- Smoking is always strictly prohibited in the premises.
- Gambling or playing card game is strictly prohibited. Any student caught gambling or playing cards would face disciplinary action. Repeat gambling offenders may eventually face expulsion from our School.
- No fighting or acts of disturbance.
- Listening to audio devices (e.g. MP3 player) or viewing video devices (e.g. multimedia player) is not allowed in class.
- Video taking during class lesson is not allowed in class.
- Downloading illegal software or visiting pornographic websites
- Do not forge medical certificates or other official documents.
- Do not forge signature on behalf of classmates or instruct others to do likewise.
- Do not cheat in any ways during Examination.
- The use of hand phones during lessons and assessments/tests is not allowed. All such

equipment must be switched off.

- Illegal acts which violate Singapore law
- Any form of vandalism/theft will not be tolerated. Students found guilty of vandalism will be severely dealt with.
- Intentional damage to the school property; (drawing on tables/walls) (jumping on chairs)
- Always report any damage of School property to the nearest instructor, lecturer or staff.
- An act of vandalism is strictly prohibited, and the students must pay for any wilful damage to the school's equipment/properties and facilities.
- Weapon possession; sale, possession & distribution of any illegal substance, drugs, materials, theft or vandalism
- No littering, spitting or any form of vandalizing act is allowed in classrooms and public.
- No unauthorized removal of books from the library.
- No unauthorized removal of computer from the IT room.

Students must always maintain good conduct and be well-informed about the above mentions discipline regulations Any student found to be in violation of any rules, regulations or law of government bodies will be subjected to appropriate disciplinary action by the relevant authorities; in severe cases, a student may be expelled from the course of study or even deported back to their home country.

Some misconduct may result in immediate termination and possible prosecution. Student will be immediately expelled from the school.

Consultation for breaching rules

Any student found to be in violation of any rules, regulations or law of school will be subjected to appropriate disciplinary action by the school; in severe cases, a student may ask to go for a series of Consultations with our school Counsellor based on suggestions from the discipline department.

Consultations are a soft approach towards letting students understand why he/she is being punished due to the action / words that they had done/said. This is to create a friendlier environment for the students while they are studying in SA.

- A report/record will be written by the discipline master before consultation session with the students
- After each consultation session a report will be filled-up accordingly for next consulting review purpose
- During the consulting period the students will be observed under the below few points. (behaviour/ manner/ conduct/ appearances)
- If the student still does not have any improvement after the consulting period, he/she will be dealt with according to the school rules if he/she repeats the offence again.

3.4. Verbal Warning & Warning Letters

Students will be issuing warning letters as per following ground.

(i) **A verbal warning letter** is a letter which indicates a verbal warning given to those whose attendance are lesser than 90% (International students)/ 75% (Local students) for no valid reason for the first time.

(ii) **The First warning letter** is a letter which is a written warning given to those whose attendance is lesser than 90% (International students)/ 75% (Local students) for no valid reason for the second time.

(iii) **The Final / Stern warning letter** is a letter which is a written warning given to those whose attendance is lesser than 90% (International students)/ 75% (Local students) for no valid reason for the third time.

(iv) After issuing the Final / Stern written warning letter an **provisiona**l **expulsion letter** will be issued to the student on the same month.

(v) Student will be given **10 working days** to submit his/her appeal letter in which an appeal fee will be charged accordingly. (**subject to management approval)**

(vi) If student's appeal is accepted, he/she will need to sign on a guarantee letter to ensure/promise that such action/behaviour will not occur again, and will be allowed to attend class thereafter

(vii) If a student's appeal is not successful, he/she will be expelled from the programme completely.

3.5. Expulsion of Students

- Student is subject to immediate expulsion for serious misconduct and/or any breach of the school's rules and regulations. The school reserves the rights to expel: any student who has not made any payment OR exceed payment deadline more than 1 month stated in student contract; Student does not attend classes for more than seven (7) consecutive school days without any valid reason; Student receiving 1 verbal and 2 written warning letters from school for violation of school rules. Expelled students are expected to pay the outstanding course fees.

- Foreign students holding the Student Pass must observe the rules and regulations set by ICA. Any breach of the rules my result in the rejection of Student Pass Application or cancellation of Student Pass.

7 days consecutive absence

Students who fail to attend class for a continuous period of 7 days or more without a valid reason, will be expelled from school.

3.6. Your timetable

The class timing is from 9.00 am to 6.00 pm, from Monday to Friday. Each module may have a different class schedule. Please get the timetable from the Student Service Center before the semester commences.

3.7. Feedback on your assessments

Assessment feedback is a critical part of your learning experience and supports successful achievement on your course. Feedback can be:

- formative – it provides you with feedback on progress of your work. The work may or may not contribute to the overall module grade.
- summative – it provides comments in respect of your performance in relation to intended learning outcomes and requirements for a piece of assessment.

During your course you will probably receive feedback in a number of ways:

- in teaching sessions to the whole class or to you individually.
- orally or in writing.
- written using a feedback sheet on your work.
- during the module and/or at the end of it.

You are entitled to receive feedback on all assessments, normally within 15 working days of submission. For assignments submitted during the module – especially where feedback can be delivered within timetabled class sessions - the teacher will help you to understand how to improve future submissions. For end-of-module assignments feedback may be given on-line but you can request a meeting with your teacher to help you understand why he/she have awarded the grades you received.

SECTION 4: YOUR VOICE WILL BE HEARD

To better serve the community, the management and the team look for opportunities to improve our Hospitality and Tourism programmes and service quality of Stanfort Academy. The school has put in place an open communication system to collect the feedback from the students. The management and the administrator of each hospitality course are always available to discuss issues relating to the inconveniences, the service and the course. The students can make their views known to the management. All the feedback from the students is taken as a positive step towards improving the quality of the service and maintaining and enhancing the quality of course delivery. The school values the students' feedback and will make every effort to investigate their suggestions and complaints. Their input will be carefully considered, and changes will be implemented to enhance the school's service level to meet the customers' expectations.

Have your say

The School is committed to giving the students the opportunity to let the School know how things work and where they need improvement. The school runs a regular Student Evaluation and Feedback form, which they are asked to complete; their responses inform future planning needs.

4.1. Resolution of Complaints

The school assures the quality customer service and the quality training. Any student who has a grievance or complaint can lodge the matter to our administration office for proper attention. An immediate acknowledgement will be processed.

Students are advised to immediately contact the management and respective administrator who will listen, assist in making decisions, and help to facilitate a prudent and responsible course of action within 21 days. The management and administrative staff are available in such cases

Courses offered under Hospitality and Tourism Management Faculty:

- ➢ Diploma in Hospitality Management (DHM)
- ➢ Diploma in Travel, Tourism and Hospitality Management (DTTHM)

- ➢ Advanced Diploma in Hospitality Management (ADHM)
- ➢ Advanced Diploma in Travel, Tourism and Hospitality Management (ADTTHM)

MODULES' SYNOPSIS AND OUTCOMES

DIPLOMA IN HOSPITALITY MANAGEMENT (DHM)

Course Modules Synopsis:

1. Managing The Customer Relationship (MCR)

This module mainly focuses on Customer Service enhancement skills in the Hospitality sector. Students will learn how to improve customer service performance in an organization, how to manage the customer interface and improve customer service levels in specific contextual settings. Students will be able to analyze and understand the role and impact of front-line staff in the delivery of customer service.

At the end of this module, students will:

- Understand the contribution Customer service makes to achieving organisational objectives.
- Know how to improve customer service performance in an organisation.
- Know how to manage the customer interface.
- Know how to improve customer service levels in specific contextual settings.
- Understand the role and impact of front-line staff in the delivery of customer service

2. Housekeeping Operations (HO)

The aim of this module is to promote understanding among students regarding the basic housekeeping operations. The emphasize given more on how plan the schedule of the operations of the department, demonstrate basic hygiene requirements at work place, understand the critical role of housekeeping in maintaining facilities and dealing with health and safety issues in hospitality industry operations.

At the end of this module, students will:

- Understand the basics of housekeeping operation

- Understand how to draw up a preventive maintenance concept, based on risk
- Understand how plan the schedule of the operations of the department
- Able to learn the daily routines of the housekeeping department
- Demonstrate basic hygiene requirements at work place
- Understand the role of housekeeping in maintaining facilities
- Understand standard of service to be provided when cleaning the public areas of the hotel.
- Understand the health and safety issues in hospitality industry operations

3. Hospitality Management (HM)

The aim of this module is to understand and comprehend the development of the hospitality Industry, the demand for tourism and factors affecting its services The Learners will be able to economic, socio-cultural and environmental impacts of hospitality industry, principles of sustainable tourism and future trends in hospitality industry.

At the end of this module, students will:

- Understand the evolution and development of hospitality industry.
- Understand the different forms of tourism demand and the factors affecting demand for hospitality industry.
- Understand the concept of tourism supply and understand how different sectors work together in the tourism supply chain that can affect hospitality industry.
- Understand the economic, socio-cultural and environmental impacts of hospitality industry.
- Understand the principles of sustainable tourism and the tourism planning process.
- Understand the role of forecasting and understand current and future trends in hospitality industry

4. Food and Beverage Operations (F&BO)

The aim of this module is that the students will be able to understand the fundamental concepts of Managing Services in Food and Beverage operations. Students will be able to describe the kitchen operation including food production systems, methods of cookery, kitchen layout & commodities, explain the different methods of purchasing & food storage and will be able to describe the different types & requirements of banqueting functions.

At the end of this module, students will:

- Demonstrate knowledge of the key functional areas of the food & beverage operation
- Describe the kitchen operation including food production systems, methods of cookery, kitchen layout & commodities
- Demonstrate the different methods of purchasing & food storage
- Examine the appropriateness of the different methods of food & beverage service to manage customer expectations
- Develop & plan menus according to customer requirements
- Describe the different types & requirements of banqueting functions

5. Industrial Attachment (IA)

At the end of this module, students will:

- Describe the organizational chart of the company (free-standing/chain/hotel outlet)
- Describe the roles of FOH and BOH employees
- FOH: Describe the ingredients and preparation methods of food items
- FOH: Attend to and assist patrons
- FOH: Perform basic cashiering duties
- BOH: Describe the purchasing and receiving functions of the kitchen
- BOH: Describe the workflow in the kitchen
- Describe outlet's opening & closing procedures
- Describe outlet's process for maintaining outlet cleanliness

6. Project Work (PW) (Optional to Industrial Attachment)

Students will be required to write a consultation report, where students are to do research covering key issues in the tourism and hospitality management industry. Research will consist of review of primary and secondary sources (e.g., information booklets and newspapers), case comparisons, and if possible, interviews. Students will learn to review a myriad of literature, define problem(s), be able to analyses problems critically and recommend solutions. It also enables students to improve their communication and report writing and presentation skills through this project.

ASSESSMENT GUIDE FOR DHM COURSE

IMPORTANT NOTE:

YOUR FINAL GRADE WILL BE DETERMINED BY THE SUCCESSFUL COMPLETION OF ALL THE LEARNING REQUIREMENTS. FAILURE TO MEET THESE ASSESSMENT CRITERIA MAY RESULT IN A 'FAIL' GRADE.

ASSESSMENT STRUCTURE

	ASSESSMENT CRITERIA	Weightage %
1.	Written Examination	40%
2.	Class Assessment (Presentation / Practical)	30%
3.	Participation	10%
4.	Professional Behaviour	10%
5.	Multiple Choice Question Test	10%
	Total	**100%**

PARTICIPATION CRITERIA

	ASSESSMENT CRITERIA	Weightage %		
1.	Homework Submission / Class Work / Course Work	0	1	2
2.	Active Participation during Lessons	0	2	4
3.	Group Activities / Paying Attention	0	1	2
4.	Leadership Skills / Initiative	0	1	2
	Total	**10**		

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	**Questions**	**Marks**
Section A	10 Simple answer questions	20
Section B	5 Enhanced answer questions	20
Total Marks		**40**

BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %		
1.	Punctuality	0	1	2
2.	Attitude	0	2	4
3.	Wearing appropriate dress code	0	2	4
	Total	**10**		

DIPLOMA IN TRAVEL, TOURISM & HOSPITALITY MANAGEMENT (DTTHM)

Course Modules Synopsis:

1. Travel, Tourism & Hospitality Operations Management (TTHOM)

At the end of the module student should be able to:

- Understand the key features of operations management in travel, tourism and

hospitality businesses.

- Understand the role operating systems in travel, tourism and hospitality play in delivering service to customers.

- Understand the role of evolving technologies, in particular, ICT in the development of operational systems in travel, tourism and hospitality.

- Understand the key features of services and their implications for operations in travel, tourism and hospitality.

- Understand the role of customer feedback in enhancing services and operations in travel, tourism and hospitality.

- Understand how the concept of standardisation, in particular McDonaldisation, impacts on operations, service and consumer satisfaction in travel, tourism and hospitality.

- Understand the role of front-line staff in travel, tourism and hospitality operations.

- Understand the health and safety issues in the management of TTH operations from the perspective of both employees and guests.

2. Human Resource Management (HRM)

At the end of the module student should be able to:

- Understand the importance of a professional approach to HRM as an essential means for optimising the performance and commitment of an organisation's employees.

- Understand the roles of effective and efficient people resourcing (planning, recruitment and selection) in securing a workforce with the requisite knowledge, skills and attitudes, enabling them to contribute to organisational goals.

- Understand the theory and practice related to the full range of HRM functions (learning, performance management, reward/recognition and employee relations).

- Understand the content and significance of key development in the HRM arena, especially High Performance Working (HPW), employee engagement, employer branding, and self-managed learning.

3. Managing The Customer Relationship (MCR)

At the end of the module student should be able to:

- Understand the contribution Customer service makes to achieving organisational objectives.
- Know how to improve customer service performance in an organisation.
- Know how to manage the customer interface.
- Know how to improve customer service levels in specific contextual settings.
- Understand the role and impact of front-line staff in the delivery of customer service.

4. Travel, Tourism & Hospitality (Part – I) and (Part - II)

At the end of the module student should be able to:

- Understand the evolution and development of tourism.
- Understand the different forms of tourism demand and the factors affecting demand for tourism.
- Understand the concept of tourism supply and understand how different sectors work together in the tourism supply chain.
- Understand the economic, socio-cultural and environmental impacts of tourism.
- Understand the principles of sustainable tourism and the tourism planning process.
- Understand the role of tourism forecasting and understand current and future trends in tourism.

5. Organizational Behaviour (OB)

At the end of the module student should be able to:

- Understand the importance of organisational behaviour in successfully managing a dynamic environment.
- Understand the individual's contribution to organisational behaviour and performance by recognising the importance of personality, perception, attitudes and learning.

- Understand motivation, the various content and process theories and their implications for management and job re-design approaches to improve motivation.
- Understand about job satisfaction and its relationship to job performance together with stress, frustration reactions and the necessary management action to overcome them.
- Understand the nature, skill, significance and effectiveness of groups in organisations.
- Understand leadership theories and examine the key variables that determine the effectiveness of leadership in practice.
- Understand the nature of conflict and various approaches to securing conflict resolution.
- Understand formal and informal communication processes and networks, and examine the potential barriers to effective communications...

ASSESSMENT GUIDE FOR DTTHM COURSE

ASSESSMENT STRUCTURE

	ASSESSMENT CRITERIA	Weightage %
1.	Written Examination	40%
2.	Class Assessment (Presentation / Practical)	30%
3.	Participation	10%
4.	Professional Behaviour	10%
5.	Multiple Choice Question Test	10%
	Total	**100%**

PARTICIPATION CRITERIA

	ASSESSMENT CRITERIA	Weightage %		
1.	Homework Submission / Class Work / Course Work	0	1	2
2.	Active Participation during Lessons	0	2	4
3.	Group Activities / Paying Attention	0	1	2
4.	Leadership Skills / Initiative	0	1	2
	Total	**10**		

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	**Questions**	**Marks**
Section A	10 Simple answer questions	20
Section B	5 Enhanced answer questions	20
Total Marks		**40**

BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %		
1.	Punctuality	0	1	2
2.	Attitude	0	2	4
3.	Wearing appropriate dress code	0	2	4
	Total	**10**		

ADVANCED DIPLOMA IN HOSPITALITY MANAGEMENT (ADHM)

Course Modules Synopsis:

1. Food and Beverage Management (FBM)

At the end of the module student should be able to:

- Identify the major factors affecting the growth of the food and beverage industry.
- Understand the customer.
- Develop a marketing plan.
- Promote the operation.
- Understand the pricing and designing of the menu.
- Understand the important of delivering high quality service.
- Understand the important of physical facility.
- Develop procedures for the effective purchasing, receiving, storing, and issuing of items used in the operation.
- Understand the important of kitchen equipment selection, maintenance and energy management
- Exercise effective cost controlling
- Learn about the concept of risk management and the safeguarding of assets.

2. International Hospitality (IH)

At the end of the module student should be able to:

- Understand the process of internationalisation in the context of hospitality industry and assess the role of multinational corporations in influencing management practice in hospitality industry.
- Be able to critically apply theories of internationalisation when it comes in hospitality industry context.

- Be able to critically apply theories that explain cultural differences in management practice within hospitality industry sector.
- Understand the interplay between organisational design and practices in international hospitality industry organisations and their impact on management policy and practice.
- Understand the role foreign direct investment in the hospitality industry sector, including its benefits and limitations.
- Understand the role of strategic business development models in the internationalisation of hospitality industry organisations.

3. Strategic Marketing Management (SMM)

At the end of the module student should be able to:

- Understand the broad concepts and processes of strategic development and marketing planning and the associated theoretical models and frameworks.
- Understand the importance of strategic marketing analysis and research and how today's global, dynamic, and highly competitive business environment influences the process of strategic development and marketing planning.
- Understand how organisations determine their strategic direction and know how to identify and evaluate the various ways in which this can be achieved.
- Understand how to implement, measure and control strategic marketing plans.
- Understand how strategic marketing can be applied to a range of business contexts including the small to medium-sized sector.
- Understand the impact that technological advances have on strategic marketing and be able to incorporate such advances into strategic marketing plans.

4. Housekeeping Management (HKM)

At the end of the module student should be able to:

- Understand the goings of the hotel industry
- Understand the different departments and their role in the hotel industry

- Able to list the different jobs in the department
- Define each of the job scope of the people working in the department
- understand the different aspects of a contract
- Plan the schedule of the operations of the department
- Understand the importance of the housekeeping control desk
- Understand the importance of pest control and waste disposal so as to make sure that a customer has the best experience
- Learn the importance of good interior design so as to utilise space and improve service
- Understand the importance of safety and security in a hotel.

5. Project Work (PW) Optional to Industrial Attachment

Students will be required to write a consultation report, where students are to do research covering key issues in the tourism and hospitality management industry. Research will consist of review of primary and secondary sources (e.g., information booklets and newspapers), case comparisons, and if possible, interviews. Students will learn to review a myriad of literature, define problem(s), be able to analyses problems critically and recommend solutions. It also enables students to improve their communication and report writing and presentation skills through this project.

6. Industrial Attachment (IA)

At the end of the module student should be able to acquire :

- Knowledge of recipe development and formula ratios
- Ability to work with a product development team
- Knowledge of culinary fundamentals and production systems
- Knowledge of ingredients functionally
- Knowledge of traditional sauces/stocks
- Understanding of the complete process of research through production of a product

which can be produced in large volumes

- Knowledge of all commercial kitchen functions and pressures
- Ability to leverage trends into new products
- Ability to work effectively with other company departments to develop large scale products
- Knowledge of regional cuisines, including preparation, spicing, and presentation.

ASSESSMENT GUIDE FOR ADTTHM COURSE

IMPORTANT NOTE:

YOUR FINAL GRADE WILL BE DETERMINED BY THE SUCCESSFUL COMPLETION OF ALL THE LEARNING REQUIREMENTS. FAILURE TO MEET THESE ASSESSMENT CRITERIA MAY RESULT IN A 'FAIL' GRADE.

ASSESSMENT STRUCTURE

	ASSESSMENT CRITERIA	Weightage %
1.	Final Examination	40%
2.	Classroom Presentation	30%
3.	Reflective Writing	20%
4.	Professional Behaviour	10%
	Total	**100%**

PROFESSIONAL BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %		
1.	Punctuality	0	1	2
2.	Attitude	0	2	4
3.	Wearing appropriate dress code	0	2	4
	Total		10	

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	**Questions**	**Marks**
Section A	10 Short answer question	20
Section B	5 Long answer questions	20
Total Marks		**40**

ADVANCED DIPLOMA IN TRAVEL, TOURISM AND HOSPITALITY MANAGEMENT (ADTTHM)

Course Modules Synopsis:

1. Strategic Hospitality Management (SHM)

At the end of the module student should be able to:

- Understand the nature, scope function and organisation of facilities management in the hospitality business.
- Understand the impact of events on the operation and profitability of hospitality businesses.
- Understand the principles of the design and development of contemporary hospitality facilities.
- Be able to apply the principles of environmental best practice in the context of hospitality facilities.
- Understand the value of outsourcing in the hospitality industry and be able to analyse strategies for its management and control.
- Understand the role and uses of ICT in the planning and operation of hotel premises.
- Understand the legal obligations of hospitality and facilities managers.
- Be able to evaluate different approaches to measuring the performance of hospitality facilities.

2. INTERNATIONAL TRAVEL, TOURISM AND HOSPITALITY (ITTH)

At the end of the module student should be able to:

- Understand the process of internationalisation in the context of TTH and assess the role of multinational travel, tourism and hospitality corporations in influencing management practice.

- Be able to critically apply theories of internationalisation to the travel, tourism and hospitality context.
- Be able to critically apply theories that explain cultural differences in management practice within a travel, tourism and hospitality (TTH) context.
- Understand the interplay between organisational design and practices in international travel, tourism and hospitality organisations and their impact on management policy and practice.
- Understand the role foreign direct investment in the TTH sector, including its benefits and limitations.
- Understand the role of strategic business development models in the internationalisation of TTH organisations.
- Understand the impact of national and cultural factors on the utilisation of resources (financial, brand, product, human) in travel, tourism and hospitality.
- Understand the relationship between internationalisation in travel, tourism and hospitality and issues of sustainability within the sector.

3. Strategic Marketing Management (SMM)

At the end of the module student should be able to:

- Understand the broad concepts and processes of strategic development and marketing planning and the associated theoretical models and frameworks.
- Understand the importance of strategic marketing analysis and research and how today's global, dynamic, and highly competitive business environment influences the process of strategic development and marketing planning.
- Understand how organisations determine their strategic direction and know how to identify and evaluate the various ways in which this can be achieved.
- Understand how to implement, measure and control strategic marketing plans.
- Understand how strategic marketing can be applied to a range of business contexts including the small to medium-sized sector.

- Understand the impact that technological advances have on strategic marketing and be able to incorporate such advances into strategic marketing plans.

4. STRATEGIC HUMAN RESOURCE MANAGEMENT (SHRM)

At the end of the module student should be able to:

- Understand the nature and benefits of taking a strategic approach to the management and development of people.
- Understand the positioning of an organisation's HR strategy as the bridge between its corporate strategy and higher order purposes and its lower level human resource activities.
- Understand the design, monitoring and evaluation of a HR strategy.
- Understand the strategies for people resourcing.
- Understand the strategies for learning and development within organisations.
- Understand the strategies for employee relations.
- Understand the strategies for performance management and reward.

5. Project Management (PM)

At the end of the module student should be able to:

- Be able to initiate the preliminary stage of a project.
- Be able to analyse the project work content and associated risks in order to obtain estimates and tenders.
- Be able to create a detailed project plan.
- Understand how the progress of a project can be monitored and controlled.
- Know how to organize a suitable team structure for the project personnel and devise strategies for leading them effectively.
- Understand the management of quality and change within a project.
- Know about the recommended activities and required reports in the closure and review of a project.

ASSESSMENT GUIDE FOR ADTTHM COURSE

IMPORTANT NOTE:

YOUR FINAL GRADE WILL BE DETERMINED BY THE SUCCESSFUL COMPLETION OF ALL THE LEARNING REQUIREMENTS. FAILURE TO MEET THESE ASSESSMENT CRITERIA MAY RESULT IN A 'FAIL' GRADE.

ASSESSMENT STRUCTURE

	ASSESSMENT CRITERIA	Weightage %
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2.	Classroom Presentation	30%
3.	Reflective Writing	20%
4.	Professional Behaviour	10%
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PROFESSIONAL BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %		
1.	Punctuality	0	1	2
2.	Attitude	0	2	4
3.	Wearing appropriate dress code	0	2	4
	Total	10		

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	**Questions**	**Marks**
Section A	10 Short answer question	20
Section B	5 Long answer questions	20
Total Marks		**40**

EXAMINATION RULES AND REGULATIONS

Actions will be taken to candidates who fail to comply with any of the following rules and regulations as the Examination Board may determine.

(i)   Admission

1.   The examination room will be open for admission 15 minutes before the examination time.
2.   Candidates who turn up more than 30 minutes after the examination has commenced will not be allowed to sit for the examination and will be taken as 'Absent'.
3.   You are required to sign in the attendance after 30 minutes when the invigilator request to do so.
4.   Mobile phones must be switched off and left at the designated area in the examination room.
5.   During the first 30 minutes the candidates are not allowed to leave the examination room.
6.   All personal belongings must be placed in the designated area in the examination room.
7.   Books, notes and other printed materials are not allowed in the examination room.
8.   Food and drinks are not allowed in the examination room.
9.   Smoking is strictly prohibited.
10.   You are required to bring your student pass for all your examinations as proof of your identity. If your student pass is cancelled, then you are required to produce the copy of student pass along with extension letter. (**STUDENT PASS IS COMPULSORY FOR EXAMIANTION**).
11.   You are **NOT allowed** to have any pencil case, calculator cover or any other casing/pouch with you when you are seated in the examination room.
12.   Only black or dark blue ball-point pens, pencils and rulers are allowed to be brought into the exam room.
13.   Only calculators that perform strictly calculating functions are allowed.

(ii)   During the Examination

1.   You must always observe strict silence.

2. If you require assistance, you should raise your hand.
3. You are not allowed to talk with any candidate in the classrooms.

Cheating during examination

4. Cheating during examination and possession of unauthorized materials (with or without intention to cheat) are serious offences. You will be subject to disciplinary action if you commit such an offence.

(iii) At the End of the Examination

1. Handing over the answer sheet to the invigilator.
2. Leave the examination room when the invigilator has checked and tallied the candidates present and the number of answer sheets, she/ he has received.

### (iv) Not Eligibility for Supplement Assessment upon failure of Main Exam.

1. Students who absent for the main exam will be considered as fail and is not eligible for supplementary assessment
2. Students get caught cheating in main exam will be considered as fail and will not be allowed for supplementary assessment
3. Students who are late for more than 30 mins, improper attire, did not bring student pass for the main exam will be considered as absent and will not be allowed for supplementary assessment.
3. Students who are not eligible to take the main exam due to attendance, payment, discipline issues etc. are not eligible for supplementary assessment.
4. **Students who are unable to secure minimum of 40% out of 100% in Main Examination will fail** the module completely and will not be allowed to appear for Supplementary Assessment.

(v) MC during Examination

1. **Medical Certificate from local hospital will only be accepted** for evidence of unfit for siting examination and management will consider case by case basis for MC.

2. You are required to **submit MC within 3 working days** starts from the date absent. **Management will not consider late submissions** of MCs.

3. You will be marked as **ABSENT** for examination if you are unable to produce proper documents of MC or submit MC later than 3 days.

4. The College reserves the right to include additional Rules and Regulations or otherwise make changes to the above Rules and Regulations.

Examination Department

Stanfort Academy

THE JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP
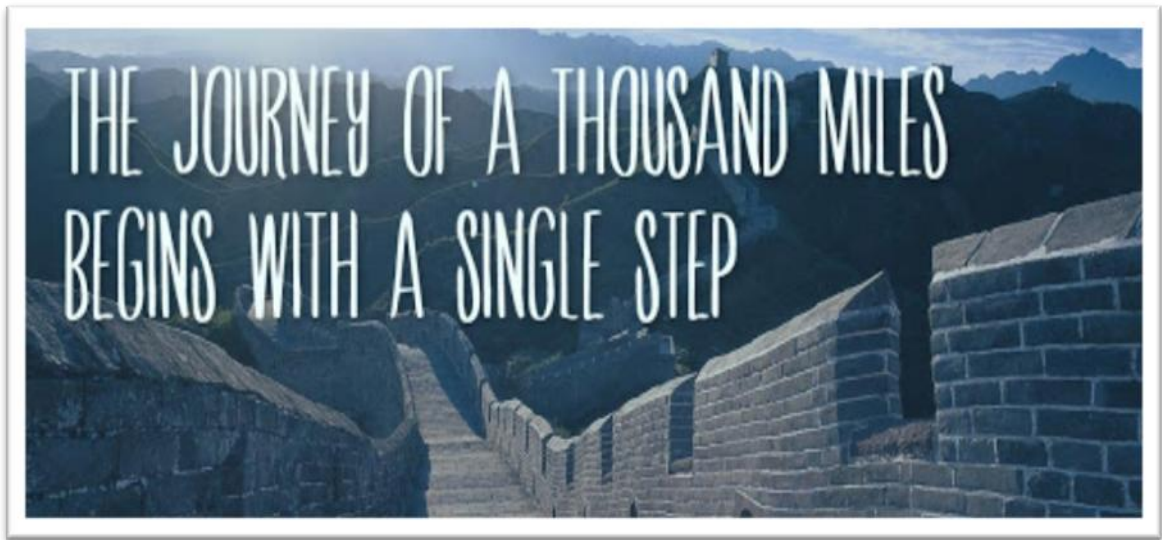
You have just taken your first single step

by reading this Hospitality and Tourism Management

Programme handbook.

Good luck with your journey!