



Potters
International
College

Diploma in Hospitality Management



Overview

This program is designed for students pursuing a career in the hospitality industry. The coursework gives students an understanding of the activities required to manage business operations in the industry. The hospitality industry is a rapidly growing market and job opportunities, as well as salaries, are steadily increasing in all sectors of this service-oriented field. Students learn the knowledge and skills that industry professionals have identified as important for on-the-job success. Completion of Diploma programs usually qualify for employment at the skilled entry-level positions from which progress can be made to management positions.

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3. HOSP 241 - Food and Beverage Management
4. HOSP 374 - Revenue Management
5. HOSP 387 - Security and Loss Prevention Management
6. HOSP 464 - Planning & Control for Food & Beverage Operations
7. HOSP 468 - Managing Technology in the Hospitality Industry
8. HOSP472 - Hospitality Sales & Marketing
9. HOSP 281 – Housekeeping and Facility Management
10. HOSP 349 - Managing Service in Food and Beverage Operations
11. HOSP 333 - Managing Front Office Operations
12. HOSP 250 - Supervision in the Hospitality Industry



CURRICULUM

BUSCOM 104 – Business Communications

This introductory communications course emphasizes the development of reading, writing, listening and speaking business communication skills at a college level. Students write for various purposes and audiences and deliver short presentations to small groups. Students research, analyze, summarize and document information. Students self and peer evaluate written documents and oral presentations. Through reading, media response and discussion exercises, students improve their communication skills. Communicating in diverse teams and across cultures is emphasized.

HOSP 103 - Hospitality Today - An introduction

This course has been substantially updated to reflect safety and security issues of current concern within the hospitality industry. This third edition presents best practices and guidance related to risk management in the hospitality workplace. Content takes a broader and more global view of the issues and focuses on identification and mediation of a variety of safety and security concerns.

Topics include: Security and Safety in the Lodging Industry, Legal Aspects of Loss Prevention, Guestroom Security Equipment, Lodging Safety Equipment, Security Procedures Covering Guest Concerns, Departmental Responsibilities in Guest and Asset, Protection, Emergency Management and Media Relations, Protection of Funds, Employee Safety, Insurance and Risk Management.



HOSP 241 - Food and Beverage Management

The course lays the groundwork for a basic understanding of beverage service by explaining the beverage service process, describing the types of positions commonly found in beverage operations, and focusing on such beverages as beer, spirits, and wine. Included in the course are instructions on responsible alcohol service, supervisory techniques, and procedures for entry-level beverage service positions.

In this course students can learn the foundation they need to make smart decisions in food and beverage operations. The course addresses ways in which food and beverage operations have adapted management and operating tactics from other industries, what operations are doing to maintain or improve quality standards while reducing expenses, and how high-tech strategies are being used to give customers greater value for their dining dollars.

HOSP 374 - Revenue Management

This course will give students a basic understanding of the revenue management process. It addresses the proper use and importance of revenue management in hospitality operations and describes the wide range of elements that must be considered in order to use revenue management effectively.



HOSP 387 - Security and Loss Prevention Management

This course provides the students with a comprehensive introduction to the many entities that make up the hospitality industry, as well as an overview of today's hot issues, including ethical challenges and management concerns. Numerous examples, exhibits, and statistics give students an up-to-date look at the dynamic hospitality field. The course reflects new industry trends, management practices, and the effect of technology and social media on various aspects of hospitality. Topics include: boutique/lifestyle hotels, Airbnb, global distribution systems, event technology, emotional labor, and Internet advertising.

HOSP 464 - Planning & Control for Food & Beverage Operations

Covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, theft prevention, labor cost control, and point-of-sale reports.

HOSP 468 - Managing Technology in the Hospitality Industry

This Managing Technology in the hospitality industry course is designed to introduce students to the proper understanding of the rapid advancement in technology regarding the hospitality industry. Students will cover reservation systems and how they are intertwined with all the departments in a specific property. How to operate, select and use different softwares. How to properly select a supplier, and so on.



HOSP472 - Hospitality Sales & Marketing

In today's highly competitive hospitality market, it is essential to understand marketing and sales. This course is designed to provide students with a solid background in hospitality sales and marketing. The focus is on practical sales techniques for selling to targeted markets.

HOSP 281 – Housekeeping and Facility Management

This course is designed to provide students with the principles of housekeeping management as they apply specifically to the hospitality industry. It provides hospitality managers and students with information they need to know to manage the physical plant of a hotel or restaurant and work effectively with the engineering and maintenance department. Students will learn how technology can streamline operations procedures, how to balance environmental concerns with guest satisfaction, and how to communicate effectively with hotel engineering personnel.

HOSP 349 - Managing Service in Food and Beverage Operations

This course will give students a basic understanding of the management process in food and beverage operations. All aspects of food and beverage operations are covered, including organization, marketing, menus, costs and pricing, production, service, safety, and finances.



HOSP 333 - Managing Front Office Operations

This course reflects the increased role of technology in front office operations, including e-commerce. The course also outlines strategies and action steps for what to do when technology fails and you have to fall back on manual operations.

HOSP 250 - Supervision in the Hospitality Industry

This Supervision in the Hospitality Industry course is designed to introduce students to the proper understanding of effective communication, supervisory responsibilities, orientation and training, managing productivity and controlling labor costs, evaluating and coaching, discipline, special supervisory concern, team-building, motivation through leadership, managing conflict, time management and managing change.





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