

Module Synopsis
Postgraduate Diploma in Hospitality and Tourism

PDB 10200 Managerial Accounting

The module is designed to equip students with knowledge on financial and managerial accounting. The module will introduce the key concepts and principles of accounting as well as the basic techniques of financial management. Emphasis will be placed on managerial decision making, employing various managerial accounting techniques and methods. The module will also look into aspects of control of company operations, and interpretation of financial and management reports.

PDB 10300 Marketing Management

The module is designed to provide students with an understanding of marketing in business organizations; and to deliver essential approaches of marketing concepts. The module will introduce the principles of marketing including the basic concepts of marketing; the marketing management process; strategic marketing; and some distinctive aspects of special types of marketing such as service marketing and international marketing.

PDB 10600 Strategic Management

The module is designed to provide students with an understanding of the fundamental principles of strategic management, enabling students to identify and analyze strategic issues in practical situations, and develop managerial strategies for implementation. Students will examine the wide spectrum of techniques involved in analyzing business and competitive data/information including environmental analysis, industry analysis and competitor analysis.

HTM 10100 Food and Beverage Operations and Management

The module is designed to provide students with a general overview of the food and beverage industry. The module examines the management of the Food and Beverage element of a Food Service Operation and the varied approaches that are adopted across different sectors of the industry. Students will explore the management and practical aspects of food and beverage production and service.

HTM 10200 Hotel Management and Operations

The module is designed to provide students with the knowledge of key aspects of hotel operations management. Trends and developments in hotel operations will also be considered. Students will understand the nature, scope and diversity of the hotel industry and to interpret the key components of hotel operations and the best practice in management.

HTM 10300 Contemporary Issues in Hospitality and Tourism Management

The module is designed to equip students the ability to address and critique issues that are relevance to both hospitality and tourism industry. The students will identify and analyse some of the key contemporary issues that are pertinent to the hospitality and tourism industry. The module content will focus on those issues that are deemed to be most significant for this industry at the time of teaching.

TRA10400 Internship

The internship aim is for students to demonstrate the application of knowledge and skills gained during the postgraduate programme of study through the medium of a work placement which is relevant to the selected programme route and will extend, enhance and underpin learning, in addition to developing business competences. The internship provides practical and specific workplace experience to enhance the future employability prospects of students in chosen fields. It offers exciting opportunities for students to gain work experience in one of the most dynamic industries in Singapore.

The school will assist students to find Internships in hotels and resorts, tourist attractions, or the food and beverage industry. Some examples of such positions include front-of-house, back-of-house, kitchen, and guest services.