Module Synopsis

Advanced Diploma in International Hospitality Economy and Experience Management

FBOCD F&B Operations and Concept Design

This module provides students with a comprehensive theoretical understanding of food and beverage (F&B) operations within the hospitality industry. It introduces the structure, types, and operational requirements of F&B services, with emphasis on hygiene and safety practices.

Students will develop knowledge of F&B business development, including the principles of designing concepts, menus, and outlet layouts. The module covers key aspects of staffing, teamwork, and service leadership, enabling students to understand organisational and managerial functions in F&B operations. The module examines the role of emerging technologies in enhancing operational efficiency and service delivery within the F&B sector. It prepares students with the foundational knowledge required to understand and analyse F&B operations in a contemporary hospitality context.

FSCMG Food Services Cost Management

This module provides students with a foundational understanding of cost control principles in food and beverage (F&B) operations. It introduces key cost concepts, budgeting practices, and the importance of effective cost management in supporting operational efficiency and profitability.

Students will gain knowledge of the cost control cycle and its application within F&B operations, enabling them to understand how costs are monitored and managed. The module explores menu engineering, portion control, and pricing strategies, preparing students to evaluate menu performance and support informed decision-making in F&B management contexts.

ALFBS Applied Learning: Food and Beverage Services

This is a practical module conducted alongside Food and Beverage Service Operations. The module allows students to put what they have learnt in their theory classes into practice. This module equips students with the knowledge of the functions of each food and beverage equipment (cutlery and crockery); as well as the correct technique in these areas: carrying plates and trays, folding napkins, and changing of tablecloth. Students will be taught to set the table according to different menus, taking and processing orders, clearing plates, opening wine, and service sequence.

ALROM Applied Learning: Restaurant Operations and Management

This module provides students with applied learning in restaurant operations and management, focusing on the practical aspects of running a restaurant within a hospitality context. It enables students to integrate and apply knowledge and skills acquired from earlier food and beverage modules in a real or simulated operational environment.

Students will develop competencies in managing restaurant service, including preparation, service delivery, and resource coordination. The module emphasises the development of technical, operational, and organisational skills required for effective restaurant operations. The module also develops students' professional communication, teamwork, and leadership abilities, preparing them to perform supervisory roles and operate effectively within the hospitality industry.

SMEXD Service Marketing and Experience Design

This module aims to develop students' understanding of service marketing principles and their application in designing and delivering customer experiences within the hospitality and experience economy. It introduces key concepts of service marketing, consumer behaviour, market segmentation, targeting and positioning, and examines how hospitality organisations create and communicate value in competitive service environments.

Students will explore the application of the extended service marketing mix (7Ps) and examine how service processes, physical environments and customer interactions influence the overall guest experience. The module also introduces principles of service experience design, enabling students to analyse customer expectations and identify opportunities to improve service delivery, satisfaction and organisational performance.

GHTDM Global Hospitality and Tourism Dynamics

This module introduces students with a foundational understanding of the global hospitality and tourism industry, including its structure, key sectors, and sub-sectors such as accommodation, food services, travel, attractions, and transportation.

Students will examine the global economic and environmental impacts of tourism, with emphasis on sustainable practices and their role in long-term industry development. The module explores the interrelationships between sectors and emerging industry trends, enabling students to assess their implications for future growth and global hospitality and tourism dynamics.

PCMBS Professional Communication for Business

This module provides students with a foundational understanding of business communication by introducing key concepts, types, and processes used in professional contexts. It develops students' ability to communicate effectively through verbal, non-verbal, and written forms in workplace settings.

Students will gain knowledge of interpersonal, team, and digital communication practices, enabling them to engage effectively in modern business environments. The module also explores communication strategies, negotiation skills, and emerging trends, preparing students to adapt to evolving professional communication demands.

AOGEX Accommodation Operations and Guest Experience

This module aims to develop students' understanding of accommodation operations and their role in delivering high-quality guest experiences within the hospitality industry. It introduces the structure, classification and management of accommodation establishments, with particular emphasis on front office operations, housekeeping, facilities management and guest services.

Students will examine how the coordination of operational functions influences service quality, guest satisfaction, safety and organisational performance. The module also introduces revenue management principles and explores emerging technologies and service innovations that support efficient accommodation operations and personalised guest experiences. Students will develop the knowledge required to analyse operational challenges and identify opportunities for improving accommodation services and the overall guest journey.

PRMGT Principles of Management

This module provides students with a foundational understanding of management principles by introducing key concepts, the evolution of management theories, and core management functions. It develops knowledge of planning, organizing, leading, and controlling within organisational contexts.

Students will gain the ability to examine contemporary management issues, including ethics, social responsibility, and change management, in modern organisations. The module explores strategic approaches to enhancing organisational performance and competitiveness, preparing students to understand management practices in a dynamic business environment.

SPHOP Sustainable Practices in Hospitality Operations

This module provides students with a foundational understanding of sustainability principles and their application within hospitality operations. It introduces key concepts of environmental management and resource efficiency, highlighting their importance in supporting sustainable business practices.

Students will develop knowledge of green practices in accommodation and food and beverage operations, enabling them to recognise how sustainability can be integrated into operational processes. The module explores sustainability metrics and performance evaluation, supporting an understanding of how sustainable practices are measured and managed. The module examines ethical considerations, including issues such as greenwashing, as well as emerging trends and innovations in sustainable hospitality operations. It prepares students to understand responsible and sustainable practices within the hospitality industry.

RSMTH Research Methods

This module aims to develop students' understanding of research principles, methodologies and processes relevant to business and hospitality management. It introduces the stages of conducting research, including identifying research problems, formulating research objectives and questions, reviewing relevant literature, selecting appropriate methodologies and collecting and analysing data.

Students will develop the knowledge and skills required to evaluate information critically, apply suitable qualitative and quantitative research techniques, and interpret findings to support evidence-based decision-making. The module also emphasises ethical considerations, academic integrity and the responsible use of digital and Generative AI tools in research. It prepares students to undertake structured research activities and communicate findings effectively within hospitality and related business contexts.

MICEX Meetings, Incentives, Conventions and Exhibitions

This module develops students' understanding of the Meetings, Incentives, Conventions and Exhibitions (MICE) industry as a significant sector within the hospitality, tourism, and experience economy. Students will examine the structure of the MICE industry, its stakeholders, business models, venue management, destination competitiveness, sustainability, technology, and current industry trends.

The module enables students to analyse how MICE events contribute to economic development, destination marketing, customer experience, and organisational performance while exploring strategic issues affecting the future of the industry.

MHCSE Managing Human Capital for Service Excellence

This module provides students with knowledge on human capital management and the strategic role it plays in a fast-moving business environment. It aims to impart students with the knowledge and skills to manage human capital for service excellence. Students will learn that an organisation that focuses on competitive challenges such as globalisation, technology, managing change, and cost containment will have an edge over others. The module will cover the various functions of HCM such as recruitment and selection, employee relations, training and development, managing performance and industrial relations.

FINMS Financial Management for Service Industry

This module provides students with a foundational understanding of financial and management accounting within the service industry, with a focus on hospitality contexts. It introduces key financial concepts and tools used to support effective financial management and operational decision-making.

Students will develop the ability to analyse financial performance using key performance indicators (KPIs), ratio analysis, and break-even analysis. The module covers budgeting and financial planning techniques, including forecasting and variance analysis, enabling students to understand financial control processes. The module also equips students with the skills to interpret financial statements, supporting informed decision-making and enhancing financial awareness in hospitality and service industry operations.

DMHOS Digital Marketing for Hospitality Industry

This module introduces students with a foundational understanding of digital marketing concepts and their application within the hospitality industry. It introduces key digital marketing strategies and tools used to enhance brand visibility, customer engagement, and online presence.

Students will develop knowledge of social media and content marketing approaches, enabling them to understand how digital platforms support marketing performance in hospitality contexts. The module explores the role of online booking systems, customer reviews, and digital channels in shaping consumer behaviour and business outcomes. The module examines emerging technologies and digital marketing trends, preparing students to recognise innovation and adapt to evolving digital practices in the hospitality industry.

GAIBA Generative AI for Business Analysis

This module aims to develop students' understanding of Generative Artificial Intelligence (GenAI) and its application in business analysis and decision-making, with particular relevance to the hospitality and experience economy. It introduces fundamental concepts of Generative AI, including large language models, prompt engineering and AI-assisted information processing, and examines how these technologies can support research, business reporting, customer insights and operational analysis.

Students will develop practical skills in using appropriate Generative AI tools to organise and interpret information, identify business issues, generate insights and communicate recommendations. The module also examines the limitations and risks associated with AI-generated outputs, including accuracy, bias, data privacy, intellectual property and ethical considerations. Emphasis is placed on critical evaluation, human oversight and the responsible use of Generative AI to enhance analytical thinking and professional decision-making.

FDGAS Fundamentals of Gastronomy

This module introduces students with a foundational theoretical understanding of gastronomy by exploring key concepts related to food systems, safety, and culinary principles. It develops an appreciation of the cultural, social, and scientific dimensions of food, including the relationship between food, society, and dining experiences.

Students will gain essential knowledge of food safety, sanitation, and food microbiology to support safe and responsible food handling practices. The module introduces core concepts of ingredients and flavour principles, enabling students to understand how these elements influence food preparation and overall dining experiences. The module examines modern gastronomy practices and emerging trends within the hospitality and food service industry. It prepares students with the fundamental knowledge required for further academic study and a broader understanding of gastronomy in a contemporary hospitality context.

SCGAS The Science of Gastronomy

This module provides students with a foundational understanding of the scientific principles underlying gastronomy, including nutrition and food chemistry. It introduces the physical and chemical changes that occur in food during cooking and how these processes influence food quality and safety.

Students will develop knowledge of cooking techniques and scientific principles used to manipulate food structure and texture. The module explores emerging trends and innovations in gastronomy, preparing students to understand the application of science in modern culinary practices.

ALCLS Applied Learning: Culinary Skills

This is a practical module conducted alongside Culinary Arts. This module provides students with practical training on knife handling, vegetable cuts and various cooking methods. Demonstrations of various cooking methods will be conducted, after which students will have hands-on-training. In particular, students will be trained on egg cooking and meat cooking. This module is fundamental for more challenging cooking tasks in following modules.

ALCAO Applied Learning: Culinary Arts Operations

This module provides students with applied learning in culinary arts operations, focusing on the development of practical kitchen skills within a professional environment. It enables students to integrate and apply knowledge of cutting techniques, cooking methods, and food preparation acquired from previous modules.

Students will develop competencies in food preparation, storage, and handling, ensuring quality and safety in culinary practices. The module emphasises the application of cooking techniques across a range of ingredients, including meat, poultry, fish, and pastry products. The module also develops students' ability to work collaboratively in a kitchen setting, while enhancing presentation skills through appropriate food plating techniques for service in hospitality contexts.

CSKAM Corporate Sales and Key Account Management

This module develops students' knowledge and practical skills in corporate sales and key account management within the hospitality and experience economy. Students will explore the principles of business development, consultative selling, customer relationship management, and strategic account management to build and sustain long-term relationships with corporate clients and business partners.

The module enables students to analyse customer needs, develop tailored value propositions, negotiate business opportunities, and deliver customer-centric solutions that enhance organisational performance and guest experiences. Students will also examine sales planning, account development, digital sales technologies, and ethical practices to prepare them for professional roles in the hospitality, tourism, events, and experience industries.

EDCJM Experience Design and Customer Journey Mapping

This module develops students' understanding of experience design principles and customer journey mapping within the hospitality and experience economy. Students will explore how organisations design, manage, and continuously improve customer experiences across multiple touchpoints to create value, enhance satisfaction, and build long-term customer loyalty.

The module enables students to analyse customer behaviours, identify pain points and opportunities, and apply customer journey mapping and service design techniques to develop customer-centric solutions. Students will also examine digital technologies, service innovation, and emerging trends that influence experience design, preparing them to contribute to delivering exceptional customer experiences in hospitality, tourism, events, and related service industries.

ALEMG Applied Learning: Event Management

This module provides students with opportunities to apply event management knowledge and skills through the planning, coordination, delivery, and evaluation of a supervised event project. Working collaboratively in teams, students will apply project management, communication, customer service, and operational coordination skills in an authentic learning environment. The module develops professional competence through experiential learning, teamwork, problem-solving, and reflective practice, preparing students for future roles within the hospitality, tourism, and events industries.

ALCHC Applied Learning: Corporate Hospitality and Client Services

This module provides students with opportunities to apply hospitality and customer service knowledge through the planning and delivery of corporate hospitality and client service experiences in authentic or simulated workplace settings.

Working collaboratively in teams, students will develop professional competencies in customer engagement, service delivery, communication, teamwork, problem-solving, and client relationship management. Through experiential learning and reflective practice, students will build confidence in delivering high-quality hospitality experiences that meet organisational and client expectations.

INDAT Industrial Attachment

Our hospitality internship program offers exciting opportunities to students to acquire working experience in Singapore, one of the most dynamic hospitality industries in the world. The school will assist students in finding internships in various hotels, resorts, tourist attraction sites, restaurants, or F&B venues. Students may be assigned to different positions in the front-office, office, kitchen, restaurant, etc.