

dct

كلية دبي للسياحة
Dubai College of Tourism

DCT Diploma in Hospitality Management (Level 5)

Core Units

Unit Title	Business Communication	Programme	Tourism, Hospitality, Events, Retail (diploma)
Unit Code	M2001	Credit Value	4
Classroom Hours:	40	Self Study Hours:	20
Unit Description/ Purpose	This unit will explore a number of written communication techniques, such as report writing, undertaking research, analysing data and drawing out important information. Students will learn about confidential business information, exploring the ethical issues and codes of practice that businesses must abide by. The unit will equip students with the skills required to sustain business relationships, influence others and negotiate with confidence. Lastly, students will explore how to behave at a networking event, including how to follow up afterwards and forge new business relationships.		
High Level Learning Outcomes	<p>LO1: Prepare and write a range of business documents in a professional manner.</p> <p>LO2: Demonstrate knowledge and understanding of how to reliably source and use various types of business information whilst abiding by ethical and legal codes of conduct.</p> <p>LO3: Demonstrate how to successfully carry out business negotiations.</p> <p>LO4: Understand the importance of forming long lasting business relationships and how to develop and nurture them via various means.</p>		
Topics	<ol style="list-style-type: none"> 8. Introduction to writing business documents 9. Types and purpose of business information 10. Business information confidentiality and ethics 11. Negotiation skills in the workplace 12. Networking and building business relationships 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Practical Assessment 		

Unit Title	Supervising and Leading a Team	Programme	Tourism, Hospitality, Events, Retail (diploma)
Unit Code	M2002	Credit Value	4
Classroom Hours:	40	Self Study Hours:	20
Unit Description/ Purpose	This unit describes the skills and knowledge required to effectively lead teams in the workplace to support the achievement of organisation goals. Students will explore various styles of leadership, how to build and motivate teams whilst managing their performance and over the course of the unit begin to develop their own leadership style. This unit is relevant to individuals who are responsible for supervising the work of people within work teams as well as those aspiring to progress to supervisory roles as part of their career path. At this level, work will normally be carried out using reasonably complex and diverse methods and procedures requiring individuals to exercise discretion and judgement, using a range of problem solving and decision-making strategies.		
High Level Learning Outcomes	<p>LO1: Understand the various qualities of an effective leader, including different leadership styles and when to use them.</p> <p>LO2: Articulate the activities, processes and considerations involved in building a high performing team.</p> <p>LO3: Demonstrate knowledge and understanding of managing team performance and development.</p> <p>LO4: Be able to effectively plan team resources in a variety of different circumstances.</p>		
Topics	<p>13. Becoming a Team Leader</p> <ul style="list-style-type: none"> - The role and qualities of an effective leader - Leadership styles - Choosing the most effective leadership style <p>14. Building a high performing work team</p> <ul style="list-style-type: none"> - What is a team? - Characteristics of a successful team - Teamworking skills and behaviours - Organisation and individual benefits of working in a team - Stages in team development - Barriers to team cohesion and performance - The role of the team leader in team cohesion development - Identifying and addressing team conflict <p>15. Manage team performance and development</p> <ul style="list-style-type: none"> - Performance management cycle - Defining performance goals and objectives - SMART objectives - Developing a high performance work team - Using the GROW and BOOST models - Providing effective feedback - Ethical and legal responsibilities of the employer <p>4. Team resource planning</p> <ul style="list-style-type: none"> - What is a roster? - How to develop a fair and flexible roster for a variety of environments. 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Practical Assessment 		

Unit Title	Digital Marketing	Programme	Tourism, Hospitality, Events, Retail (diploma)
Unit Code	M2003	Credit Value	4
Classroom Hours:	40	Self Study Hours:	20
Unit Description/ Purpose	<p>The aim of this unit is to provide students with a broad overview of the various channels of digital marketing through a mainly practical approach where students will develop and launch their own digital marketing campaign using the skills and techniques learnt throughout the course. Students will begin by recapping the basics of traditional marketing and the marketing concept before exploring the importance of a blended approach of traditional and digital techniques. Students will learn what is meant by 'the digital customer' before exploring many popular digital marketing channels such as Search Engine Optimization, Search Engine Marketing, Email Marketing, Social Media Marketing, Inbound Marketing, Content Marketing, Video and Web advertising and Web Analytics. Although this is a core unit, students will focus on industry specific case studies and examples that are relevant to their field of study.</p>		
High Level Learning Outcomes	<p>LO1: Compare and contrast digital marketing with more traditional marketing approaches. LO2: Understand the digital customer and the various stages of the digital customer journey. LO3: Demonstrate your understanding of and ability to use key digital marketing channels. LO4: Use analytical techniques to measure the effectiveness of digital marketing approaches.</p>		
Topics	<p>16. Introduction to Digital Marketing 17. Understanding the digital customer 18. Content marketing 19. Social media marketing 20. Blogging 21. Email marketing 22. Mobile marketing 23. Search engine optimisation 24. Search engine advertising 25. Display advertising 26. Video advertising 27. Analytics</p>		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Practical Assessment 		

Unit Title	Internship 2	Programme	Tourism, Hospitality, Events, Retail and Culinary Arts
Unit Code	M2004	Credit Value	2
Months in the workplace	Minimum of 4 months		
Unit Description/ Purpose	<p>The internship unit involves a minimum of a four month professional work placement with a Dubai business or government department in an industry that is relevant to the student's area of study. The internship provides students with the opportunity to experience a hands-on business environment in which to observe and apply their knowledge and skills gained from the diploma programme. At the beginning of the internship, a project will be negotiated between the faculty and the sponsor within the host business that the student is to work on throughout their placement. This may include a marketing plan, research-based project, strategy work, assistance with accounting or financial reporting, HR plans or activities, research, business development, customer relations, events management and market entry strategies, or any other negotiated project. Students must complete the program and the project to the satisfaction of their host organisation as well as an academic supervisor to be eligible to pass this course. They will also be expected to keep a weekly diary of their activities and submit bi-weekly project updates to their academic supervisor. They must also complete a self-evaluation at the end of the placement. Internships will be offered to students on merit through a competitive application and interview process, although all students are guaranteed a placement.</p>		
High Level Learning Outcomes	<p>LO1: Plan, coordinate and undertake a professional project within a workplace environment. LO2: Apply and practice good communication skills in a variety of professional and cultural contexts. LO3: Apply relevant skills and capabilities learnt throughout the year to support the needs of the business you are placed with. LO4: Evaluate the internship experience in relation to personal career goals, engaging in reflective practice to facilitate personal and professional growth.</p>		
Topics	N/A		
Delivery Method & Facilities	<ul style="list-style-type: none"> • External internship in a professional business environment. • Weekly check-ins from academic advisor. 		
Unit Assessment	<ul style="list-style-type: none"> • Written report evaluating the progress and success of the assigned project. • Professional behaviour and attitude report from business placement. 		



DCT Diploma in Hospitality Management (Level 5)

Specialised Units

Unit Title	In House Events	Programme	Tourism & Hospitality (diploma)
Unit Code	T2001/H2001	Credit Value	4
Classroom Hours:	40	Self Study Hours:	20
Unit Description/ Purpose	This subject teaches students the skills and knowledge required to plan and organise events and functions within a hospitality establishment, with specific focuses on planning events within a hotel or resort. Students will develop an understanding of the features of hotels that make them suitable venues for events, the types of target markets that hotels typically cater to, how to attract and liaise with event customers in a way that leads to the execution of an event that matches the client's expectations. This unit will also provide students with the basic knowledge of event setups, pre-event operational planning and post-event activities.		
High Level Learning Outcomes	<p>LO1: Describe the features of hotels and resorts that make them ideal locations for a variety of event types.</p> <p>LO2: Understand the event client proposal process and be able to create related proposal documents.</p> <p>LO3: Liase effectively with in-house event customers and other stakeholders.</p> <p>LO4: Develop understanding of how in-house events are setup, coordinated, closed down and evaluated.</p>		
Topics	<ol style="list-style-type: none"> 1. Introduction to hospitality events 2. Event setups 3. Liasing with event customers 4. From event proposals to event contracts 5. Coordinating the in-house event 6. Post event follow up and evaluation 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment 		

Unit Title	Rooms Division Management		Programme	Hospitality	
Unit Code	H2002	Unit Level	5	Credit Value	4
Number of Classroom Hours:	XX		Number of Self Study Hours:	XX	
Unit Description/ Purpose	<p>This unit aims to develop students' understanding of the room division department within the hotel operations and explore ways in which this area can be managed to deliver customer service and operational efficiency. Students will develop understanding of this department as a major revenue generator and will learn about maximizing hotel revenue and productivity, using pricing strategies and cost calculation methods. Inventory and cost control concepts will also be studied and students will develop capabilities to effectively manage rooms division department as a key functional department.</p>				
High Level Learning Outcomes	<p>LO1: Identify and critically examine the role of the rooms division department in the management of hotel operations. LO2: Understand and apply pricing and cost management tools in dynamic hospitality contexts to formulate revenue optimization decisions LO3: Evaluate productivity and operational efficiencies of housekeeping and front office departments. LO4: Interpret operating statistics and ratios used to assess the performance of the Rooms Division department.</p>				
Topics	<p>7. The scope and structure of rooms division in hotel operations 8. Housekeeping operations 9. Front office operations and reservation systems 10. Productivity and efficiency in rooms division 11. Revenue management 12. Explanation of how to read and analyze STAR Reports</p>				
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 				
Unit Assessment	<ul style="list-style-type: none"> • Exam Assessment • Presentation 				