

**dct**

كلية دبي للسياحة  
Dubai College of Tourism

# **DCT Certificate in Hospitality (Level 4)**

## **Core Units**

<b>Unit Title</b>	Cultural Awareness and Workplace Communication	<b>Programme/s</b>	Tourism, Hospitality, Events, Retail & Culinary Arts (Level 4)
<b>Unit Code</b>	M1001	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	48	<b>Self-Study Hours:</b>	12
<b>Unit Description/ Purpose</b>	Through this unit, students will acquire the basic knowledge and skills needed to communicate effectively within Dubai's multi-cultural environment and across the world. They will learn about various types of communication methods including written and verbal and the implications of culture in the communication process. Finally, emphasis will be placed on how to interact with people from a range of different social and cultural backgrounds as well as how to effectively handle conflicts and misunderstandings.		
<b>High Level Learning Outcomes</b>	<b>LO1:</b> Gain an understanding of different communication styles including both verbal and non-verbal aspects <b>LO2:</b> Identify and handle conflicts arising from miscommunication in a service setting and devise strategies to minimise cross cultural misunderstandings <b>LO3:</b> Apply different considerations while communicating with diverse audiences <b>LO4:</b> Gain familiarity with different types of written and verbal communication tools that are used in various contexts		
<b>Topics</b>	<ol style="list-style-type: none"> <li>1. Effective verbal and non-verbal communication</li> <li>2. Multiculturalism and diversity</li> <li>3. Communicating in diverse workgroups</li> <li>4. Listening skills</li> <li>5. Business documents</li> <li>6. Presentations</li> <li>7. Service standards for dealing with diverse customers</li> <li>8. Discrimination and handling conflicts</li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Presentation</li> </ul>		

<b>Unit Title</b>	International Computer Driving License (ICDL) Basic Skills Certificate	<b>Programme</b>	Tourism, Hospitality, Events & Retail (Level 4)
<b>Unit Code</b>	M1002	<b>Credit Value</b>	6
<b>Classroom Hours:</b>	72	<b>Self Study Hours:</b>	18
<b>Unit Description/ Purpose</b>	ICDL (International Computer Driving Licence) is the world's leading computer skills certification. To date more than 14 million people have engaged with the ICDL programme, in over 100 countries. DCT is an officially Accredited Test Centre (ATC). The ICDL Basic Skills Certificate combines four ICDL modules- Computer Essentials, Online Essentials, Word Processing, Spreadsheets- that are essential for every working professional to excel in primary digital skills that are fundamental to all job functions.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Gain a practical understanding of computer essentials which includes skills and concepts relating to the use of devices, file creation and management, networks and data security.</p> <p><b>LO2:</b> Gain a practical understanding of online essentials which includes skills and concepts relating to web browsing, effective information search, online communication and e-mail.</p> <p><b>LO3:</b> Gain a practical understanding of word processing which includes skills to accomplish everyday tasks associated with creating, formatting and finishing word processing documents, such as letters, CVs, and other documents.</p> <p><b>LO4:</b> Gain a practical understanding of spreadsheets which includes skills to perform tasks associated with developing, formatting, modifying and using a spreadsheet, to use standard formulas and functions, and to competently create and format graphs or charts.</p>		
<b>Topics</b>	<p>31. Computer Essentials</p> <p>32. Online Essentials</p> <p>33. Word processing</p> <p>34. Spreadsheets</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>Classroom delivery through practicals</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>Practical task-based assessment</li> </ul>		

<b>Unit Title</b>	Business Fundamentals	<b>Programme/s</b>	Tourism, Hospitality, Events & Retail
<b>Unit Code</b>	M1003	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	This unit covers the basics of what a business is, how it is structured, the ownership, how it impacts the world in which we live and how processes within the business work. You will also begin to understand what businesses' aims are, what their goals are and how they work together as an organisation to achieve these. This unit will provide you with the opportunity to relate these key topics to the real world by researching and working on case studies based on existing global companies.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Gain an understanding of what a business is and how it is organised, its key functional units and the main types and categorisations of businesses</p> <p><b>LO2:</b> Describe different business ownership structures</p> <p><b>LO3:</b> Articulate the goals of a business and describe how they are set and measured</p> <p><b>LO4:</b> Explain the impact of disruptors on businesses, and indicate ways in which businesses must continuously add value to their offerings to effectively operate in an evolving macro environment</p>		
<b>Topics</b>	<p><b>35. What is a Business?</b></p> <ul style="list-style-type: none"> <li>• Goods and Services</li> <li>• Business Activities in the UAE</li> <li>• Primary, Secondary and Tertiary Industries</li> <li>• Employment Structures</li> <li>• Introducing Supply Chain</li> <li>• Adding Value</li> </ul> <p><b>36. Forms of Business Ownership</b></p> <ul style="list-style-type: none"> <li>• Sole Trader</li> <li>• Partnerships</li> <li>• Corporation</li> <li>• Franchising</li> </ul> <p><b>37. Business Aims and Objectives</b></p> <ul style="list-style-type: none"> <li>• Business Objectives</li> <li>• Setting SMART Objectives</li> </ul> <p><b>38. Main Functions of Business</b></p> <ul style="list-style-type: none"> <li>• Finance</li> <li>• Procurement</li> <li>• Human Resources (HR)</li> <li>• Marketing</li> <li>• Operations</li> <li>• Sales</li> </ul> <p><b>39. Organisational Structures</b></p> <p><b>40. Business Environment</b></p> <ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• Corporate Social Responsibility (CSR)</li> <li>• Disruptors</li> </ul>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• Site visits</li> <li>• Guest speakers</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Short questions</li> <li>• Report</li> </ul>		

<b>Unit Title</b>	Service Skills Fundamentals	<b>Programme</b>	Tourism, Hospitality, Events & Retail (Level 4)
<b>Unit Code</b>	M1004	<b>Credit Value</b>	5
<b>Classroom Hours:</b>	60	<b>Self-Study Hours:</b>	15
<b>Unit Description/ Purpose</b>	<p>The purpose of this unit is to provide learners with the knowledge and skills to be able to understand the principles of customer service excellence and to recognise the difference between customer service and customer experience.</p> <p>Students will be able to proactively sell products and services to customers of the Tourism, Hospitality, Retail and Events sectors, to engage with customers in a way that builds rapport and trust, identify customer needs and desires and recommend appropriate products and services to meet identified needs. Students will be able to utilise common selling techniques to close the sale and deliver positive memorable experiences to customers.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Gain an understanding of the role of customer service excellence and the creation of a customer experience in organisational success</p> <p><b>LO2:</b> Understand and apply concepts related to consumer behaviour and psychology in order to better anticipate and cater to varying customer needs, and to build adequate rapport for a positive first impression</p> <p><b>LO3:</b> Practically apply the FAB (Features, Advantages and Benefits) model to provide clear product and service information to customers</p> <p><b>LO4:</b> Understand different types of selling and stages in the selling process and explore specific techniques at each stage to identify and respond to buying signals, close a sale and practice service recovery in the face of conflict</p>		
<b>Topics</b>	<ol style="list-style-type: none"> <li>1. Defining Customer Service</li> <li>2. Creating Positive Memorable Service Experiences</li> <li>3. The Psychology of Buying and Selling</li> <li>4. Selling Techniques</li> <li>5. Developing and Maintaining Product and Service Knowledge</li> <li>6. Proactively Managing Customer Dissatisfaction</li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Roleplay</li> </ul>		

<b>Unit Title</b>	Marketing	<b>Programme/s</b>	Tourism, Hospitality, Events & Retail (Level 4)
<b>Unit Code</b>	M1005	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	48	<b>Self Study Hours:</b>	12
<b>Unit Description/ Purpose</b>	<p>This unit introduces students to the fundamental concepts within marketing and teaches them to craft a high-level marketing strategy by using the STP approach (segmentation, targeting, and positioning) and to design the marketing mix (product, price, place, and promotion).</p> <p>This unit aims to help students build a strong foundation of what marketing is and obtain a structured approach to planning marketing activities, while maintaining a high standard of ethics.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Display an understanding of the basic marketing vocabulary and concepts  <b>LO2:</b> Articulate and analyse the macro factors at play while developing a marketing plan  <b>LO3:</b> Describe how to identify and target a specific audience for marketing efforts  <b>LO4:</b> Design a high level marketing plan that incorporates the four key elements of a marketing mix using the STP approach</p>		
<b>Topics</b>	<p><b>41. What is Marketing?</b></p> <ul style="list-style-type: none"> <li>• Needs, Wants and Demands</li> <li>• Market Offerings/Products</li> <li>• Competition and Value</li> <li>• The Link between Sales and Marketing</li> <li>• The Marketing Planning Process</li> <li>• SWOT Analysis</li> <li>• The Marketing Mix</li> </ul> <p><b>42. Understanding Customers</b></p> <ul style="list-style-type: none"> <li>• The Three Roles of a Customer</li> <li>• Customer Decision Making</li> <li>• Organisational Decision Making</li> </ul> <p><b>43. Segmentation, Targeting and Positioning</b></p> <ul style="list-style-type: none"> <li>• Introduction to Segmentation</li> <li>• The basics of Targeting</li> <li>• Positioning a Product or Offering</li> <li>• Developing the Value Proposition Statement</li> </ul> <p><b>44. Product</b></p> <ul style="list-style-type: none"> <li>• Viewing Service as a Product</li> <li>• Developing a product</li> <li>• Branding</li> </ul> <p><b>45. Price</b></p> <ul style="list-style-type: none"> <li>• Pricing Decisions</li> <li>• Factors affecting pricing decisions</li> <li>• Pricing Strategies</li> </ul> <p><b>46. Distribution Channels</b></p> <ul style="list-style-type: none"> <li>• The importance of distribution channels</li> <li>• Deconstructing distribution channels</li> </ul> <p><b>47. Promotion</b></p> <ul style="list-style-type: none"> <li>• Communicating Value Proposition to Customers</li> <li>• Personal Selling</li> <li>• Advertising</li> <li>• Digital Marketing</li> <li>• Sales Promotion</li> <li>• Media Releases</li> <li>• Influencer Marketing</li> <li>• Familiarisation</li> </ul> <p><b>48. Ethical and Legal Considerations</b></p> <ul style="list-style-type: none"> <li>• Standards for Marketing Ethics</li> <li>• Consumer Rights in Dubai</li> </ul>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• Site visits</li> <li>• Guest speakers</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Presentation</li> </ul>		

<b>Unit Title</b>	Financial Accounting and Control	<b>Programme</b>	Tourism, Hospitality, Events and Retail (certificate)
<b>Unit Code</b>	M1006	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	<p>This unit focuses on the processes necessary to control specific workplace safety risks. The risk management approach is central to compliance with Occupational Safety &amp; Health (OSH) legislation, which imposes obligations on businesses to manage the safety of their workers and anyone else in the workplace. Students will start by differentiating between a 'hazard' and a 'risk' and learning how to identify and categorise common workplace hazards. They will then explore how risk is measured and learn how to perform a common risk assessment with the help of a risk matrix. Various ways to control risk will be studied, including the many factors that influence the choice of risk control. Finally, students will explore the importance of evaluating and recording workplace incidents and illnesses, followed by a deep dive into the importance of safe food production in service establishments.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Be able to identify and categorise common workplace hazards, ensuring that local legal requirements are being followed.  <b>LO2:</b> Perform a risk assessment using a risk matrix.  <b>LO3:</b> Explore the various ways to eliminate or control risk in the workplace and understand the importance of recording and evaluating incidents.  <b>LO4:</b> Be familiar with safe food legislation in Dubai that impacts businesses, workers and their responsibilities including personal hygiene, type of food issues as well as correct food handling and storage procedures to reduce risk to health.</p>		
<b>Topics</b>	<p>49. Introduction to Hazards and Risks  50. Risk Assessments  51. Risk Control  52. Review Risk Management Process  53. Safe Food Production in Dubai</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> </ul>		

<b>Unit Title</b>	Sustainability	<b>Programme</b>	Tourism, Hospitality, Events & Retail (Level 4)
<b>Unit Code</b>	M1007	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	This unit introduces students to the concept of sustainability, and to current global issues and concerns in the field. Students will gain the knowledge and skills to analyse the impact of businesses operating in tourism on the three pillars of sustainability, will learn about major global and local initiatives in sustainability across various tourism subsectors and will understand the importance of continuous monitoring to measure the effectiveness of sustainability initiatives.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Gain a holistic view of sustainability across three dimensions (environmental, social and economic) and understand key stakeholders in this area.</p> <p><b>LO2:</b> Display an awareness of the major global issues in sustainability and understand the implications of sustainability concerns for tourism and its associated sectors.</p> <p><b>LO3:</b> Describe existing global initiatives and mitigation techniques related to sustainability, and propose new solutions.</p> <p><b>LO4:</b> Understand how the impact of sustainability measures are analysed and monitored.</p>		
<b>Topics</b>	<p><b>54. Tourism and its Subsectors</b></p> <ul style="list-style-type: none"> <li>• Hospitality</li> <li>• Events</li> <li>• Retail</li> <li>• Transportation</li> <li>• Tourism services and service providers</li> <li>• Working together for sustainable tourism</li> </ul> <p><b>55. Introduction to Sustainability</b></p> <ul style="list-style-type: none"> <li>• Defining Sustainability</li> <li>• The Sustainable Development Goals (SDGs)</li> <li>• Sustainable Tourism</li> <li>• Sustainability in Dubai</li> </ul> <p><b>56. Defining the Three Pillars</b></p> <ul style="list-style-type: none"> <li>• The Environmental Pillar</li> <li>• Environmental Impacts of Tourism and its subsectors</li> <li>• The Economic Pillar</li> <li>• Economic Impacts of Tourism and its subsectors</li> <li>• The Social Pillar</li> <li>• Socio-Cultural Impacts of Tourism and its subsectors</li> <li>• Social Responsibility</li> </ul> <p><b>57. Global Sustainability Issues</b></p> <ul style="list-style-type: none"> <li>• Climate Change</li> <li>• Energy Usage</li> <li>• Land Mangement</li> <li>• Consumption and Waste</li> <li>• Water</li> <li>• Carbon Emissions</li> </ul> <p><b>58. Implications for the Tourism industry</b></p> <ul style="list-style-type: none"> <li>• Aviation and the case of Emirates Group</li> <li>• The Cruise Industry</li> <li>• Accomodation and Hospitality</li> <li>• Adventure Tourism</li> <li>• Sports Tourism</li> <li>• Religious Tourism</li> <li>• Attractions</li> </ul> <p><b>59. Conducting Sustainable Tourism Activities</b></p> <ul style="list-style-type: none"> <li>• Main techniques to minimise impacts</li> <li>• Managing impacts</li> <li>• Customer behaviour</li> </ul> <p><b>60. Monitoring Impacts and Changes</b></p> <ul style="list-style-type: none"> <li>• Key monitoring methods</li> </ul>		



<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"><li>• Classroom delivery</li><li>• Site visits to local leaders in sustainability initiatives</li><li>• Guest speakers</li></ul>
<b>Unit Assessment</b>	<ul style="list-style-type: none"><li>• Presentation</li></ul>

<b>Unit Title</b>	Financial Accounting and Control	<b>Programme/s</b>	Tourism, Hospitality, Events & Retail (Level 4)
<b>Unit Code</b>	M1008	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	48	<b>Self Study Hours:</b>	12
<b>Unit Description/ Purpose</b>	This unit will introduce and develop basic analytical skills service industry employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. This unit covers the knowledge and skills required to interpret financial information used by organisations to monitor business performance and provide information on operational and departmental financial activities. On successful completion of this unit, students will be able to interpret financial statements, perform breakeven analysis and calculations, create and interpret budgeting and forecasting data as well as calculate and explain key performance indicators such as financial ratios.		
<b>High Level Learning Outcomes</b>	<b>LO1:</b> Demonstrate an understanding of financial accounting systems. <b>LO2:</b> Apply a range of financial accounting techniques. <b>LO3:</b> Explain and apply tools for effective financial planning and control. <b>LO4:</b> Display an understanding of financial ratios.		
<b>Topics</b>	<b>61. What is Finance and Accounting</b> <ul style="list-style-type: none"> <li>• Money, finance and accounting</li> <li>• Money in our day-to-day lives</li> <li>• Types of accounting</li> <li>• Records and documentation</li> <li>• Balancing a cash register</li> </ul> <b>62. Financial Statements and Reports</b> <ul style="list-style-type: none"> <li>• Income Statement</li> <li>• Balance Sheet</li> <li>• Cash Flow Statement and Forecast</li> <li>• Double-entry bookkeeping</li> </ul> <b>63. Calculating the Price</b> <ul style="list-style-type: none"> <li>• The break-even point: the relationship between cost, volume and price</li> <li>• Discounts and offers</li> <li>• Taxes in Dubai</li> </ul> <b>64. Budgeting</b> <ul style="list-style-type: none"> <li>• Budgeting</li> <li>• Variance Analysis</li> </ul> <b>65. Financing a Business</b> <ul style="list-style-type: none"> <li>• Types of finance</li> <li>• Risk and return</li> </ul> <b>66. Analysing Business Performance</b> <ul style="list-style-type: none"> <li>• Financial Ratios</li> <li>• Key Performance Indicators (KPIs)</li> </ul> <b>67. Audits</b> <ul style="list-style-type: none"> <li>• What is an audit?</li> <li>• Responsibilities of a business</li> <li>• Business ethics</li> </ul>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• Practice exercises</li> <li>• Financial statement analysis and decision-making</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Exam 1</li> <li>• Exam 2</li> </ul>		

<b>Unit Title</b>	Internship 1	<b>Programmes</b>	Tourism, Hospitality, Events, Retail and Culinary Arts
<b>Unit Code</b>	M1009	<b>Credit Value</b>	8
<b>Hours in the workplace</b>	120 (minimum)		
<b>Unit Description/ Purpose</b>	<p>The internship unit involves a four week 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 exposure to a professional environment and an opportunity to apply the knowledge and skills they have gained through out the certificate programme in the real world.</p> <p>Students will set relevant objectives for their internship at the beginning of the month with their workplace supervisor and have weekly check-ins to assess progress. They will be involved in a number of activities and projects depending on the business, and all students will partake in observations, meetings, clerical work and administration, to gain a clearer insight into the day-to-day functioning of the business. Students must complete the programme to the satisfaction of their host organisation and will be assessed against clear criteria. They will also be expected to keep a weekly diary of their activities and to complete a self-evaluation at the end of the placement.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Plan, coordinate and undertake a range of professional activities within a workplace environment.</p> <p><b>LO2:</b> Apply and practice good communication skills in a variety of professional and cultural contexts.</p> <p><b>LO3:</b> Apply relevant skills and capabilities learnt throughout the year to support the needs of the business you are placed with.</p> <p><b>LO4:</b> Evaluate the internship experience in relation to personal career goals, engaging in reflective practice to facilitate personal and professional growth.</p>		
<b>Topics</b>	N/A		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• External internship in a professional business environment.</li> <li>• Weekly check-ins from academic advisor.</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written reflections.</li> <li>• Professional behaviour and attitude report from business placement.</li> </ul>		



# **DCT Certificate in Hospitality (Level 4)**

## **Specialised Units**

<b>Unit Title</b>	Introduction to Hospitality	<b>Programme</b>	Hospitality
<b>Unit Code</b>	H1001	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	48	<b>Self Study Hours:</b>	12
<b>Unit Description/ Purpose</b>	<p>The purpose of this unit is to provide students with an introduction to the hospitality industry, both globally and within Dubai. Students will be introduced to the various types of hospitality establishments, including their function, structure and services offered. The importance of the industry to local and global economies will be explored, alongside key trends that are shaping the industry both locally and internationally. Students will learn about key job roles and skill requirements within hospitality organisations, whilst considering regional recruitment challenges and possible solutions. The hospitality industry often supports and enhances other offerings for tourism, events and retail; these relationships will be briefly introduced.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Demonstrate an understanding of the local and global Hospitality industry in terms of structure, scope and economic impact.  <b>LO2:</b> Know the key roles within the Hospitality industry.  <b>LO3:</b> Review current trends in Hospitality that are shaping the industry in Dubai and internationally.  <b>LO4:</b> Identify the variety of accommodation and F&amp;B establishment types, understand their ratings and the range of facilities and services that are commonly provided.</p>		
<b>Topics</b>	<p><b>1. An Overview of The Hospitality Industry</b></p> <ul style="list-style-type: none"> <li>• The hospitality industry in Dubai</li> <li>• The link between hospitality and other sectors</li> <li>• Types of hospitality establishments</li> <li>• The origins of the hospitality industry</li> <li>• Global hospitality industry</li> <li>• Global industry players</li> <li>• Regional players in the hotel industry</li> <li>• Types of hospitality guests</li> <li>• Typical hospitality chain agreements</li> <li>• Legislation relevant to the hospitality industry</li> <li>• Career opportunities in the hospitality industry</li> <li>• Current trends impacting the hospitality industry</li> </ul> <p><b>2. The Accommodation Sector</b></p> <ul style="list-style-type: none"> <li>• Types of establishments in the accommodation sector</li> <li>• Facilities and services</li> <li>• Accommodation ratings</li> <li>• The typical structure and responsibilities in a hotel</li> <li>• Typical distribution platforms in the hotel industry</li> </ul> <p><b>3. The Food and Beverage (F&amp;B) Sector</b></p> <ul style="list-style-type: none"> <li>• The F&amp;B industry</li> <li>• Local examples of F&amp;B companies</li> <li>• Structure of F&amp;B departments within a hotel</li> <li>• F&amp;B department hierarchy</li> <li>• Ratings and review systems</li> </ul>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Presentation</li> </ul>		

<b>Unit Title</b>	Preparing for a career in Hospitality	<b>Programme/s</b>	Hospitality
<b>Unit Code</b>	H1002	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	The purpose of this unit is to equip learners with the fundamental skills required to access and excel at jobs in the hospitality industry. Students will gain an understanding of the importance of personal branding and professionalism in making a positive first impression to a prospective employer, and will learn the key soft skills that are valued in the workplace of today. Learners will also be given an in-depth understanding of how to apply to jobs in the tourism industry: from finding potential opportunities, to setting career goals and learning the practical skills required during a job application process including effective CV creation, and key interview skills. Finally, learners will learn how to use feedback as a tool for constant improvement.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Know the importance of cultivating a professional personal image.</p> <p><b>LO2:</b> Explore the importance of taking ownership of on-going professional development to enhance professional identity and further career opportunities.</p> <p><b>LO3:</b> Be prepared for the job application process for an entry level position within the Hospitality sector.</p> <p><b>LO4:</b> Develop the personal skills and attitudes required to be successful in a workplace environment.</p>		
<b>Topics</b>	<ol style="list-style-type: none"> <li>4. Personal Branding</li> <li>5. Presenting a Professional Image</li> <li>6. Taking responsibility for own Performance and Development</li> <li>7. Preparing for an Interview</li> <li>8. Motivation in the workplace</li> <li>9. Working in a Team</li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Role Play</li> </ul>		

<b>Unit Title</b>	Food and Beverage Service	<b>Programme</b>	Hospitality
<b>Unit Code</b>	HI003	<b>Credit Value</b>	6
<b>Classroom Hours:</b>	72	<b>Self Study Hours:</b>	18
<b>Unit Description/ Purpose</b>	The food and beverage industry in Dubai is a varied and vibrant specialist area which often supports and enhances other offerings for tourism, events and retail. This unit will introduce students to the the fundamental skills and knowledge required to provide quality food and beverage service in a range of settings. Students will begin by exploring the range of F&B establishments in Dubai and the services they supply, alongside the specific job roles required for these services. They will then move on to operational knowledge and skills, such as preparing the restaurant for service, taking reservations, welcoming and serving guests followed by end of service tasks such as processing accounts and closedown. Finally, students will explore F&B activities and procedures required for a variety of in-house functions such as weddings, buffets, cocktail parties and room service.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Explore the range and type of food and beverage establishments in Dubai, including the various styles of food and service offered and the key job roles required to deliver such services.</p> <p><b>LO2:</b> Demonstrate the skills required to deliver professional food and beverage service in a real life workplace setting.</p> <p><b>LO3:</b> Process and balance guest accounts and take payments through cash and non-cash transactions using a Point of Sale (POS) system.</p> <p><b>LO4:</b> Describe various F&amp;B activities, procedures and required equipment for both in-house functions and in-room dining.</p>		
<b>Topics</b>	<p>10. Introduction to Food and Beverage Service</p> <p>11. Preparing for Service</p> <p>12. Taking Reservations and Welcoming Guests</p> <p>13. Presenting Menus</p> <p>14. Taking Orders and Serving Drinks</p> <p>15. Serving and Clearing Food Items</p> <p>16. Serving Tea and Coffee</p> <p>17. Processing Accounts and Closing Down</p> <p>18. In-House Functions</p> <p>19. In-Room Dining (Room Service)</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Introduction to the Tourism Industry (Short)	<b>Programme</b>	Certificate in Hospitality Certificate in Events Certificate in Retail
<b>Unit Code</b>	T1006	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	<p>This unit introduces students to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Students will study the various sectors and offerings within the industry, examining the interactions between the different elements such as accommodation, transport, events, attractions and the variety of tourism services. This will support students in developing an appreciation of the travel and tourism experience. Students will then explore how to search for and use current and emerging information on the tourism industry to meet the needs of customers. This will lead into an overview of trends in the tourism industry, factors that impact trends and therefore disrupt the movements of inbound, outbound and domestic visitors. A common thread through the unit will be the tourism industry in Dubai, its growth in recent years and importance to the local economy.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Discuss the history, development and economic importance of the tourism industry and explain how its different elements combine to provide a tourism experience.  <b>LO2:</b> Explain and demonstrate how to use various sources of tourism related information.  <b>LO3:</b> Review current trends in tourism that are shaping the industry in Dubai and internationally.</p>		
<b>Topics</b>	<ol style="list-style-type: none"> <li>1. Introduction to the tourism industry</li> <li>2. The tourism industry sectors</li> <li>3. Sources of information</li> <li>4. Trends in the Tourism Industry</li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Presentation</li> </ul>		



<b>Unit Title</b>	Beverage Preparation	<b>Programme</b>	Hospitality
<b>Unit Code</b>	H1004	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	The purpose of this unit is to introduce students to the history and preparation of a number of common hot and cold beverages. They will be taught through hands on practical classes how to produce and serve a variety of beverages including espresso coffee, tea, virgin mojito and milkshakes that are common within any hospitality establishment including hotels, cafes and restaurants. Students will explore how to extract and serve coffee beverages using commercial espresso machines and grinders. This unit also covers how to prepare and serve other traditional and non-traditional hot and cold beverages that are common in UAE culture.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Describe the history and origins of coffee, including types of coffee beans and how to prepare and store them.</p> <p><b>LO2:</b> Know how to prepare for beverage service, including setting up the work area, preparing and using specialised equipment and testing the quality of the product.</p> <p><b>LO3:</b> Demonstrate how to prepare and serve a variety of hot beverages.</p> <p><b>LO4:</b> Demonstrate how to prepare and serve a variety of cold beverages.</p>		
<b>Topics</b>	<p>20. Espresso coffee</p> <p>21. Coffee beans</p> <p>22. Coffee equipment</p> <p>23. Preparing work areas</p> <p>24. Pre-service checks</p> <p>25. Cleaning and maintaining coffee equipment</p> <p>26. Making black coffees</p> <p>27. How to make milk coffees</p> <p>28. Preparing milk espresso coffees</p> <p>29. Presenting espresso coffees</p> <p>30. Tea</p> <p>31. Preparing cold beverages</p> <p>32. Types of cold beverages</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Front Office Operations and Opera	<b>Programme</b>	Hospitality
<b>Unit Code</b>	H1005	<b>Credit Value</b>	6
<b>Classroom Hours:</b>	72	<b>Self Study Hours:</b>	18
<b>Unit Description/ Purpose</b>	The Front Office in a hotel plays an important role in the overall customer journey and experience. The aim of this unit is to introduce students to the multi-departmental operations of the front office and the wide range of front office roles, procedures and activities that are common in a commercial accommodation establishment. Students will gain knowledge and understanding of concierge and porter services and explore the front office activities and procedures involved in the guest cycle from guest check-in through to guest check-out. In addition, students will learn how to effectively use the Property Management System - Opera. Students will be introduced to the various functions (creating a guest profile, creating a reservation, check-in/check-out, cashiering functions) in accordance with industry requirements and standards.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Explore the role of the Front Office department within an accommodation business and it's contribution to the guest experience.</p> <p><b>LO2:</b> Gain an understanding of the operations and procedures involved in guest arrival and departure experience, including Opera functions.</p> <p><b>LO3:</b> Understand the reservation procedures at an accommodation establishment in order to sell rooms and facilities to guests and enhance the guest experience, including Opera functions.</p> <p><b>LO4:</b> Learn how occupancy is managed and the key activities and procedures involved in rooming guests.</p>		
<b>Topics</b>	<p>33. Introduction to the Front Office Department</p> <p>34. Introduction to Concierge and porter services</p> <p>35. Guest arrival and departure</p> <p>36. Opera - Creating guest profile</p> <p>37. Reservations</p> <p>38. Opera - Creating guest reservation and reservation functions</p> <p>39. Managing Occupancy</p> <p>40. Opera - Check-In and front desk functions</p> <p>41. Guest checkout and billing instructions</p> <p>42. Opera - Check-out and cashiering functions</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Housekeeping	<b>Programme</b>	Hospitality
<b>Unit Code</b>	H1006	<b>Credit Value</b>	3
<b>Classroom Hours:</b>	36	<b>Self Study Hours:</b>	9
<b>Unit Description/ Purpose</b>	This unit introduces students to the function and importance of the housekeeping operation within an accommodation establishment. It aims to provide students with the knowledge and skills required to perform a range of general housekeeping services. This includes cleaning and preparing rooms (including bedrooms and bathrooms), making the perfect bed, using correct cleaning techniques and supplies and replenishing guest room supplies and amenities. Students will learn how to follow correct hygiene cleaning practices and security procedures in accordance with industry standards.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Explore the function and responsibilities of the housekeeping department and the job roles that lie within it.</p> <p><b>LO2:</b> Ensure that housekeeping procedures and activities comply with Occupational Health and Safety (OSH) requirements.</p> <p><b>LO3:</b> Be familiar with a range of housekeeping equipment, as well as the requirements for cleaning and storing equipment, methods for loading service trolleys and approaches to checking and replenishing housekeeping supplies.</p> <p><b>LO4:</b> Understand procedures for accessing guest rooms, sequencing of cleaning rooms, how to make beds with mitred ('hospital') corners, checking and resetting of furniture and fittings and replenishing guest room supplies.</p>		
<b>Topics</b>	<p>43. The Housekeeping Operation</p> <p>44. Safety and Security</p> <p>45. Equipment and Supplies</p> <p>46. Servicing guest rooms</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits to local hospitality establishments</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		