Hospitality & Tourism Management



Graduate Diploma in Hospitality & Tourism Management – Level 6

(Fully integrated Programme – Suitable for School Leavers, equivalent to an Honors Degree)

LS Business School

In Partnership with

The Confederation of Tourism & Hospitality

LS Business School

CTH Confederation of Tourism & Hospitality

Education UK Innovative. Individual. Inspirational.



Modules:

1. Understanding the Global Hospitality and Tourism Industries
2. Tourism & Hospitality Operations
3. Introduction to Finance
4. Building Customer relationship for Hospitality & Tourism
5. Decision Making for Hospitality & Tourism Managers
6. Strategic Management
7. Human Resource Management
8. Sustainable Tourism & Hospitality Operations Management
9. Current Issues in Hospitality & Tourism Management
10. Business Strategy
11. Resource Strategy
12. Marketing Strategies for Hospitality and Tourism

Level 6 - Graduate Diploma in Hospitality & Tourism Management

Awarded by Confederation of Tourism & Hospitality (CTH)

Hospitality and tourism is one of the fastest growing sectors in the world. For example, the hospitality industry in the UK employs 1.7 million people, about 6% of the total working population.

According to the Caterer Magazine, there are over 60,000 hotels, 56,000 restaurants, 59,000 pubs and over 18,000 catering contracts operating in the UK. All these organisations require knowledgeable, experienced and motivated individuals to join their organisations.

This Level 6 Diploma qualification in Hospitality & Tourism Management is exclusively designed to provide a fast, cost effective and flexible alternative to a degree qualification.

The qualification provides an in-depth understanding of key operational and management functions of the hospitality and tourism industry, such as food and beverage management, customer services, front office, accommodation and events, tourism planning, marketing, finance and strategy.

Students can complete this qualification in less than 15 months of study. Upon completion, students will receive an internationally recognised qualification – that is equivalent to an honours degree – which can significantly enhance their job prospects.

Graduates may also apply for qualifications at Master's level at various universities or apply for jobs at middle managerial level – such as graduate trainee opportunities.

Who is this course for?

Study modes:

Full time

This programme is ideal for you if you are a recent School leaver with at least 2 passes at A- Levels or an entry level employee with 1-2 years work experience and aiming to broaden your skills in strategic thinking and decision making. We also require you to have a good command of English.



The Confederation of Tourism and Hospitality (CTH Website: *www.cthawards.com* **)**, is one of the UK's leading professional membership and awarding body for qualifications in the fastest growing commercial sector worldwide.

Over the last 28 years CTH has focused on developing and adding value to careers in the industry, globally. CTH was established in 1982 as a specialist professional body in the UK to focus on the training needs of new entrants to the hospitality and tourism industries, and now has accredited colleges worldwide delivering sought after CTH qualification.

CTH ensures its quality through its approved status with Ofqual and the QCA's UK accredited qualification framework. All qualifications are developed in conjunction with the UK Sector Skills Council, People1st, to ensure relevance, value and quality. This approach guarantees that CTH qualifications are valued by employers throughout the world.

How This Qualification compares with a University Degree

Level 6 – Diploma in Hospitality & Tourism Management	**University Degrees – Home/EU students**
Cost: **£6950.00** (this represent over £20,000 saving for Home/EU students and over £37,000 saving for non EU students)	**Cost:** £27,000.00 (when considering £9,000 per annum tuition fees at a University)
Time duration:12 months (Home/EU students)15 months (non EU students)	**Time duration:** 3 years
Award/recognition: • QCA Level 6 • Progression to Masters degree • Professional recognition and use of post-nominal's – AMCTH • Continuous Professional Development opportunities with CTH	**Award/recognition:** • QCA Level 6 • Progression to Masters degree

Benefits of taking the course

- This qualification provides a **fast, flexible and recognised** award which is equivalent to a **National Qualification Framework (NQF) level 6 Bachelor Degree**.
- The qualification is awarded by the **Confederation of Tourism and Hospitality** which is recognised by **OfQua**l in the UK;
- Graduates can **continue with Master's level studies** (such as MBA, MA, MSc) to further enhance their qualification – which, means this qualification provides a cost effective alternative to a university degree.
- Classes are held in lecture rooms at **Imperial College** and **University of London**, which gives you access to student life on their campus.

Full time

Students are required to attend classes on Mondays and Tuesdays

Average course length:

Graduate Diploma – 15 months





Work Placements

Students can combine this study programme with a Work Placement/Internship between 12 to 24 weeks – Applies to Home/EU students only.

This will enable you to:

- Gain Valuable industry experience during your studies;
- Support your course work;
- You could earn money to pay for your studies;
- May lead to a full time permanent position at the end of your qualification

Career prospectus

Students who have successfully completed all modules of the Graduate Diploma in Hospitality & Tourism Management programmes will be awarded the full membership status at the Confederation of Tourism Hospitality. Students are also eligible to apply for the full membership of Institute of Hospitality (formerly HCIMA).

Graduates of this programme can expect to take up managerial level positions (depending on your existing work experience) at leading hotels as well as tour operators. Some such positions may include Food and Beverage Manager, House Keeping and Accommodations Manager, Events Manager, Assistant General Manager and so on

Key Course Features:

- Start dates September 2011; November 2011 and February 2012
- Once qualified, students are eligible to apply for the full membership of the Confederation of Tourism & Hospitality – CTH (MCTH);
- Graduate Diploma holders can gain admission to **CTH's Postgraduate Level qualifications**;
- Free access to LS Business School's E-library;
- Classes are held at Birkbeck College in central London;
- Gain a qualification equivalent to an Honors Degree.

Course fees – Full time Study:

Graduate Diploma in Hotel Management – 15 months	£6,950.00
Add a 12/24 week work placement for extra	£950.00*

Other fees:

LS Business School Registration fee	£200.00
CTH Membership fee (Includes access to E-resources)	£40.00
CTH Assignment fee: Graduate Diploma	£45.00 per module

*Work placements are available for Home/EU citizens only

Tuition fee includes

- Classroom Lectures and Seminars;
- Online Personal tutor support;
- Access to over 300 e-books via online library
- Assignment support
- Over 20,000 Keynote and Market Insight reports



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To apply please contact:

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