

AMITY GLOBAL INSTITUTE

Name of course: Advanced Diploma in Hospitality and Tourism Management

Module Description

[MOD05708] PROJECT MANAGEMENT FOR HOSPITALITY AND TOURISM INDUSTRY

This module will introduce students to the key concepts and fundamental issues in project management related to Hospitality and tourism industry. Students will be able to use the various tools and techniques related to the project management.

[MOD005800] CREATING SUSTAINABLE ENVIRONMENTS

This module seeks to understand the impacts of tourism development within the context of globalisation, sustainability and the changing perspective of production and consumption within tourism. It will evaluate both theory and practice, taking into consideration the work of development agencies, and the rights and responsibilities of all stakeholders within tourism.

[MOD05605] ENTERPRISE AND PRACTICE

This module will introduce students to the key concepts and how in hospitality and tourism industry manage and improve the standards and practices.

This applied module allows you to demonstrate your practical skills and knowledge within a work environment. You explore the theoretical and practical world of business and will explore entrepreneurial and wider managerial approaches to the development of business within enterprise.

[MOD05207] MARKETING FOR EVENTS, HOSPITALITY AND TOURISM MANAGEMENT

This module introduces and examines in some depth, the tactical tools available to marketing managers for the management of the controlled variables as typified by the marketing mix. As such the course introduces key marketing concepts and will give students the grounding necessary to apply marketing management principles in their first managerial position.

[MOD05204] INTERNATIONAL BUSINESS AND BRAND MANAGEMENT

This module is to study organisations, people management and the changing international business environment. To provide an international perspective essential to many of today's employees in business and management. To enhance cognitive and intellectual skills and personal development; To understand the brand management concepts, strategies of the organizations.

[MOD05611] RESEARCH METHODS FOR HOSPITALITY AND TOURISM INDUSTRY

This module is to build on prior learning within various stages of the modules, this module develops your understanding and awareness of the principles and practicalities underpinning ethical and rigorous research.

Updated on 28 July 2023

[MOD05506] INDUSTRIAL ATTACHMENT/PROJECT

The Industrial Attachment (IA) is a short-term (6 months) work experience for students to have an opportunity to put into practice their skills which they have acquired in the real-world workplace. This allows students to gain valuable real-life experience while working under the supervision of a full-time employee, thus learning a variety of skills. A variety of skills that can be applied may include teamwork, analytical skills and knowledge acquired while in school. Or

This module will introduce the students to developing a research idea and Outline and critically analyses key debates/theories/views associated with the chosen topic. The students will have to select a particular topic of their choice in consultation with the lecturer from the given choices. They are expected to develop research questions and effectively apply statistical techniques (as and when appropriate).