



BBSI Certificate Course in Hospitality Management & Tourism

The BBSI Certificate Course in Hospitality Management & Tourism can be studied for periods of between 4 and 12 weeks and enables participants to study the concepts and learn the skills required for a career in the hospitality and tourism industries. The course comprises 30 lessons weekly, and is carefully designed to enable international students at an Upper-Intermediate Level in English or above to gain a hospitality management and tourism qualification, while also gaining a certificate award from the NCFE national awarding body.

Students will develop competent business English and professional communication skills. Moreover, in the supplementary English-language elements of the course, students have the option to study for one of 3 different University of Cambridge ESOL[†] qualifications: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, participants can opt to join our ongoing weekly English Language Workshop[‡] (ELW) at a language level to suit their needs. The course is conducted around a busy social and activity programme, and the maximum class size is 12, which can extend to 15 during the summer months, July-September.

Course Outline

Minimum English Entry Level: IELTS 5.5 (*Upper-Intermediate*)

Course Duration: 4-12 weeks

Course Designation: CHT

Lessons Weekly: 30 (*each of 45 minutes' duration*)

Entry Dates: The course is conducted year-round, and can be joined on most Mondays throughout the year. The main entry dates, however, coincide with the commencement of the 4 BBSI academic terms annually, ie in September, January, March or June.

Minimum Age: 17 years

Course Structure & Content:

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in English Language

(*selected from one of the following*)

* *preparation for the University of Cambridge FCE*

* *preparation for the University of Cambridge CAE*

* *preparation for the University of Cambridge BEC*

* *English Language Workshop (ELW)*



Awards:

BBSI Certificate in Hospitality Management & Tourism

(continuous assessment)

NCFE Certificate in Hospitality Management & Tourism

(full 12-week course only; continuous assessment)

Optional External Examinations* :

University of Cambridge FCE

University of Cambridge CAE

University of Cambridge BEC

Course Objectives. The course objectives are to:

- * develop an understanding of current theory and practice in international hospitality management and tourism
- * acquire a sound, professional understanding and knowledge of international hospitality management and tourism concepts
- * develop effective business communication skills in English
- * build appropriate vocabulary related to business, hospitality management and tourism
- * acquire the necessary communication skills for a career in hospitality management and tourism
- * develop confidence and fluency in the English language beyond Upper-Intermediate Level
- * prepare participants for one of a range of English and business English qualifications
- * provide participants with the opportunity to acquire additional English and business English qualifications

Course Elements. In addition to providing international students with a thorough and comprehensive grounding in business English and professional communication skills, the Certificate syllabus incorporates specialised elements selected from the following:

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| * <i>hospitality management</i> | * <i>financial management</i> |
| * <i>customer service</i> | * <i>accommodation services</i> |
| * <i>careers and destination management</i> | * <i>hotel front office</i> |
| * <i>health, hygiene & fire safety</i> | * <i>food and beverage</i> |
| * <i>conference & banqueting operations</i> | * <i>structure of the hospitality & tourism industries</i> |
| * <i>environmental tourism</i> | * <i>duty management</i> |
| * <i>personnel management</i> | * <i>tour operators</i> |
| * <i>retail travel services</i> | * <i>air transport</i> |
| * <i>waterborne transport</i> | * <i>ancillary travel products</i> |
| * <i>tourism management</i> | * <i>travel geography</i> |

A week-by week syllabus of the BBSI study programme in Hospitality Management & Tourism is included below. The course content for those wishing to study the Certificate option for 12 weeks or less, would therefore depend on the precise time of year that students elect to study. For example, those seeking to commence the full 12-week course in January or June would follow the syllabus outlined in weeks 1-12, whilst those commencing the same course in March or September would study alternative weeks 1-12. Those wishing to study shorter versions of this course at other times of the year and who require precise details of their course content, should contact BBSI for further clarification.



Higher-Certificate, Diploma, University Foundation and Pre-Masters versions of the above course are also available.

† **University of Cambridge ESOL Examinations**

FCE (First Certificate in English)

FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

CAE (Certificate in Advanced English)

CAE is the second-highest level of Cambridge ESOL examination and is ideal for those who want to work or study abroad. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions.

BEC (Business English Certificate)

There are 3 levels of BEC examination: the BEC Preliminary, BEC Vantage and BEC Higher.

All 3 examinations are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard of English in a professional context.

‡ **English Language Workshop**

The English Language Workshop is designed to provide general language support for those students who are studying a specialised course and who do not intend to prepare for a specific English language examination. The content of the Workshop includes extensive skills practice in professional areas of the language, which is useful for those who need to improve their ability to communicate effectively with others in a professional international environment, or who later decide to acquire a professional qualification.

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*



The following certificate courses are also available at BBSI:

- * General English
- * Academic English & IELTS Examination Preparation
- * General English, Computing & IT Skills
- * Communication & Business Skills
- * International Business English
- * Management & Business Administration
- * Marketing, Advertising & Public Relations
- * Finance & Financial Services
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT

BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, depending on their personal training needs and particular learning objectives.



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Typical Weekly Syllabus

	Hospitality Management & Tourism (20 lessons)	English Language Options (10 lessons)
Week 1 (First week of Term)	<i>overview of the hospitality industry structure of the accommodation industry, hotel grading & market segments – AA ratings system, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 2	<i>tourist motivation & behaviour tourist needs & wants, general & specific motivation for tourism, future trends in tourism, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 3	<i>accommodation services accommodation facilities – guest expectations, cultural differences & etiquette, operation of housekeeping & maintenance departments, duty management, hotel visit</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 4	<i>hotel front office 1 business segments & tariff structure, costing & budgeting, reservation systems, check-in & check-out procedures, ancillary services – car hire</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 5	hotel front of house 1 <i>reservation procedures, telephone techniques, charging services to guest accounts, billing procedures/refunds, cash handling</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 6	hotel front of house 2 <i>negotiation skills & role play, selling skills and role play, progress test</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 7	customer service <i>communication, people & social skills, handling complaints, dealing with difficult situations, staff training, complaint letters & compensation, customer relations</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 8	the economics of tourism <i>economic impacts of tourism, the tourism multiplier, the international tourist market, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>



Bournemouth Business School International reserves the right to modify and update the course content



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 9	tourism management 1 <i>role of the tour operator, mass market & independent tour operators, planning & developing package tours, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 10	tour operations <i>marketing of package tours, the process of negotiation, pricing the package tours, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 11	careers & destination management <i>guides and tour reps, planning & marketing a destination, case study and SWOT analysis, jobs in the tourism and hospitality industry</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 12	the travel industry <i>waterborne transport – cruise, structure of the airline industry, function of an airport, schedule & charter services, cabin crew, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Alternative Week 1	<i>overview of the tourism industry the tourism chain of distribution, integration in the tourism industry, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 2	<i>sustainable tourism environmental impacts of tourism, environmental impacts of tourism case study, socio-cultural impacts of tourism, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 3	<i>marketing of the tourist product research in tourism marketing, marketing analysis, questionnaires/surveys, development from analysis & future planning, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 4	<i>visitor attractions/management manmade/natural attractions, visitor attraction management, travel geography</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>



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	Hospitality Management & Tourism <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Alternative Week 5	tourism management 2 <i>travel agency operations, travel agency skills & competences, travel costings, travel geography</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 6	retail travel operations <i>business travel, the role of ABTA, travel geography, ancillary services, comparative study</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 7	personnel management 1 <i>staffing & selection, effective recruitment: methods, the process, advertising, induction, appraisal systems</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 8	personnel management 2 <i>improving team performance, performance management, personality types, dealing with problems</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





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	<i>Hospitality Management & Tourism (20 lessons)</i>	English Language Options (10 lessons)
Alternative Week 9	conference & banqueting operations <i>role of C&B operations staff, set-up for meetings, health & safety of room set-ups, conference equipment, event management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 10	conference & banqueting – operations & administration <i>set-up for functions/banquets, staffing, service & clearing, role of the C&B administration office, conference rate structures, conference management, visit to conference centre</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 11	health, hygiene & fire safety <i>health and safety at work, hazard awareness, accident reporting, basic food hygiene, fire safety, risk assessment/emergency manual, talk by fire officer</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 12	food & beverage service <i>sectors of the catering market, describing dishes, taking orders, food & beverage cycle, food & beverage management,, the brewing industry</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>



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