



## Course Descriptions

# **BBSI Pre-Masters Courses** in **Hospitality Management & Tourism**

1. BBSI delivers its Hospitality courses in different formats to suit the personal requirements and specific training objectives of its clients. These courses are available in 3 different categories:

### **Specialised Courses:**

Designed for those on gap-year or short-term study who wish to return home with enhanced professional skills and knowledge for career purposes.

### **University Foundation Courses:**

Designed for those preparing to study a first degree at a UK university.

### **Pre-Masters Courses:**

Designed for those wishing to prepare for a postgraduate course in the UK.

The following describes the **Pre-Masters** courses for those wishing to study Hospitality Management & Tourism.

## **Pre-Masters Courses in Hospitality Management & Tourism**

2. BBSI offers flexible **Certificate** (12-week), **Higher-Certificate** (24-week), **Extended Higher-Certificate** (36-week), **Diploma** (36-week) and **Extended Diploma** (48-week) Pre-Masters courses. Our Pre-Masters courses in Hospitality Management & Tourism are designed for international graduates with either a first degree or equivalent, or a higher diploma and relevant work experience. The minimum English-language entry levels range from <sup>¶</sup>IELTS [Academic] 4.5 to 5.5, ie CEFR B1 to B2, depending on the course selected. The aim of these courses is to enable graduates to secure a suitable placing for their postgraduate degree. Participants will acquire the <sup>¶</sup>Advanced Study Skills necessary for postgraduate entry to a British university and the syllabus includes extensive **IELTS Examination Preparation**.

3. **UK University Placement.** While undertaking Pre-Masters courses at BBSI and acquiring the qualifications and advanced study skills necessary for postgraduate study at university, students are provided with extensive counselling and guidance in all aspects of study at universities in the UK, and given full assistance with the university application process. All students who successfully complete their course and achieve the required **IELTS [Academic]** level for entry are assured of a university place prior to graduation from BBSI.

4. **University Entry Requirements.** Students seeking to enter a Masters degree course at a university in the UK must be a minimum of 20 years of age and have achieved an equivalent of **IELTS [Academic]** 6.0 in English. Moreover, applicants must have full records of their High-School education, diploma, or first degree education. Copies of these academic records, as well as evidence of work experience, should be submitted to BBSI at the time of enrolment.

5. **Course Objectives.** The course objectives are to:

- \* Fully prepare students academically for entry to a Masters course related to hospitality management or tourism a university in the UK.
- \* Provide students with the specialised language of hospitality & tourism to enable them to communicate effectively in an international hospitality management environment.
- \* Assist students in completing the university application process in order to secure a placement on the postgraduate degree course of their choice at a university in the UK.
- \* Enable students to acquire the necessary **Advanced Study Skills** for postgraduate study at a UK university.
- \* Provide preparation for the **IELTS [Academic] Examination**.
- \* Enable students to develop a sound understanding of current theory & practice in hospitality management & tourism.
- \* Facilitate the development of effective business English communication skills.
- \* Ensure students build appropriate vocabulary related to hospitality management.

9. **Study Options.** The study options for these Pre-Masters courses and the respective minimum English-language entry level for each are as follows:

**Certificate Course:** 12 weeks/IELTS 5.5, ie CEFR B2.

**Higher-Certificate Course:** 24 weeks/IELTS 5.5, ie CEFR B2.

**Extended Higher-Certificate Course:** 36 weeks/IELTS 4.5, ie CEFR B1.

**Diploma Course:** 36 weeks/IELTS 5.0, ie CEFR B2.

**Extended Diploma Course:** 48 weeks/IELTS 4.5, CEFR B1.

7. **Minimum Age.** 20 years.

8. **Main Course Entry Dates.** Sep, Jan, Apr, or Jul; however, flexible entry dates are available for these courses.

9. **Course Elements.** The full Diploma and Extended Diploma courses provide students with 4 main components: hospitality management, business communication, **Advanced Study Skills** and **IELTS Examination Preparation**. The Hospitality Management & Tourism syllabus incorporates specialised elements within the following topics:

- |   |  |
|---|--|
| * <i>hospitality management</i>                 | * <i>financial management</i>                                  |
| * <i>customer service</i>                       | * <i>accommodation services</i>                                |
| * <i>careers &amp; destination management</i>   | * <i>hotel front office</i>                                    |
| * <i>health, hygiene &amp; fire safety</i>      | * <i>food &amp; beverage</i>                                   |
| * <i>tourism management &amp; operations</i>    | * <i>the economics of tourism</i>                              |
| * <i>conference &amp; banqueting operations</i> | * <i>structure of the hospitality &amp; tourism industries</i> |
| * <i>duty management</i>                        | * <i>HR 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>                       |  |

## 10. Course Details.

### **Pre-Masters Certificate**

The BBSI Pre-Masters Certificate study option in Hospitality Management & Tourism is designed for those students who already have a firm offer of a place on a Masters course at a UK university, and who have excellent High-School grades, a diploma or first-degree qualification, and an English-language level equivalent to IELTS 5.5/CEFR B2. This 12-week course enables participants to develop their professional and **Advanced Study Skills** in shorter time, and to prepare for the **IELTS [Academic] Examination**. The course leads to a **BBSI Pre-Masters Certificate** in Hospitality Management & Tourism; moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 12 weeks.

**Minimum English-Language Entry Level.** IELTS 5.5/CEFR B2 .

**Course Code.** PHT.

**Award.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Certificate** in Hospitality Management & Tourism

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

**IELTS [Academic]**

**Course Structure & Content.** Students study for one academic term (12 weeks) comprising 30, forty-five minute lessons (22.5 hours total) weekly. Course breakdown is as follows:

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to start the 12 week Pre-Masters Certificate course in January or July would follow Weeks 25-36, whilst those commencing the same course in September or April would study Weeks 37-48. Those wishing to study for longer periods should contact BBSI to confirm the course syllabus for their study.

### **Pre-Masters Higher-Certificate**

The BBSI Pre-Masters Higher-Certificate study option in Hospitality Management & Tourism is designed for those students with excellent High-School grades, a diploma or first-degree qualification, and an English-language level equivalent to IELTS 5.5/CEFR B2. This 24-week course enables participants to develop their professional and **Advanced Study Skills**, and to prepare for the **IELTS [Academic] Examination**. The course leads to a **BBSI Pre-Masters Higher-Certificate** in Hospitality Management & Tourism and an **NCFE Certificate** in Hospitality Management & Tourism. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 24 weeks.

**Minimum English Entry Level.** IELTS 5.5/CEFR B2.

**Course Code.** HCPHT.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Higher-Certificate** in Hospitality Management & Tourism  
**NCFE Certificate** in Hospitality Management & Tourism

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

**IELTS [Academic]**

**Course Structure & Content.** Students study for 2 academic terms (24 weeks), each comprising 30, forty-five minute lessons (22.5 hours total) weekly. Course breakdown is as follows:

20 lessons weekly in Hospitality Management & Tourism  
10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to start the 24 week Pre-Masters Higher-Certificate course in January or July would follow Weeks 25-36 and Weeks 37-48 of the syllabus outlined in the table below, whilst those commencing the same course in September or April would study Weeks 37-48 and Weeks 25-36. Those wishing to study for longer periods should contact BBSI to confirm the course syllabus for their study.

### **Pre-Masters Extended Higher-Certificate**

The BBSI Pre-Masters Extended Higher-Certificate study option in Hospitality Management & Tourism is designed for students with an English language level equivalent to IELTS 4.5/CEFR B1. This 36-week course enables participants to develop **Advanced Study Skills** and undertake additional **IELTS Examination Preparation**, prior to moving on to business communication skills, and then more specialised hospitality, tourism and business studies in the second and third terms. This course leads to a **BBSI Pre-Masters Higher-Certificate** in Hospitality Management & Tourism, and an **NCFE Certificate** in Communication & Business Skills. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 36 weeks.

**Minimum English-Language Entry Level.** IELTS 4.5/CEFR B1.

**Course Code.** HCEPHT.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Higher-Certificate** in Hospitality Management & Tourism  
**NCFE Certificate** in Communication & Business Skills

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

**IELTS [Academic]**

**Course Structure & Content.** Students study for 3 academic terms (36 weeks), each comprising 30, forty-five minute lessons (22.5 hours total) weekly. Course breakdown is as follows:

**Term 1**

30 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**, comprising:  
10 lessons weekly in grammar & functions  
2 lessons weekly in vocabulary development  
4 lessons weekly in reading & writing skills  
4 lessons weekly in speaking, listening & pronunciation skills  
10 lessons weekly in **Advanced Study Skills & IELTS Examination** practice

**Term 2**

20 lessons weekly in Communication & Business Skills  
10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Term 3**

20 lessons weekly in Hospitality Management & Tourism  
10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to commence the 36 week Pre-Masters Extended Higher-Certificate course in January or July would follow Weeks 1-12, Weeks 13-24, and Weeks 25-36 of the syllabus outlined in the table below, whilst those commencing the same course in either September or April, would study Weeks 1-12, Weeks 13-24, and Weeks 37-48. Those wishing to study for longer periods should contact BBSI to confirm the course syllabus for their study.

## **Pre-Masters Diploma**

The BBSI Pre-Masters Diploma study option in Hospitality Management & Tourism is designed for students with an English language level equivalent to IELTS 5.0/CEFR B2. This 36-week course places more emphasis initially on developing business communication skills prior to the introduction of more specialised hospitality, tourism and business topics. The course leads to a **BBSI Pre-Masters Diploma** in Hospitality Management & Tourism, an **NCFE Certificate** in Communication & Business Skills, and an **NCFE Certificate** in Hospitality Management & Tourism. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 36 weeks.

**Minimum English-Language Entry Level.** IELTS 5.0/CEFR B2.

**Course Code.** DPHT.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Diploma** in Hospitality Management & Tourism  
**NCFE Certificate** in Communication & Business Skills  
**NCFE Certificate** in Hospitality Management & Tourism

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

### **IELTS [Academic]**

**Course Structure & Content.** Students study for 3 academic terms (36 weeks), each comprising 30, forty-five minute lessons (22.5 hours) weekly. Course breakdown is as follows:

**Term 1**

20 lessons weekly in Communication & Business Skills

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Terms 2 & 3**

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to start the 36 week Pre-Masters Diploma course in January or July would follow Weeks 13-24, Weeks 37-48, and Weeks 25-36 of the syllabus outlined in the table below, whilst those commencing the same course in either September or April, would study Weeks 13-24, Weeks 25-36, and Weeks 37-48.

## **Pre-Masters Extended Diploma**

The BBSI Pre-Masters Extended Diploma study option in Hospitality Management & Tourism is designed for students with an English language level equivalent to IELTS 4.5/CEFR B1. This full year, 48-week, course enables participants to develop their **Advanced Study Skills** and undertake additional **IELTS Examination Preparation**, prior to moving on to business communication skills, and then more specialised hospitality, tourism and business studies in the second and subsequent terms. The course leads to a **BBSI Pre-Masters Diploma** in Hospitality Management & Tourism, an **NCFE Certificate** in Communication & Business Skills, and an **NCFE Certificate** in Hospitality Management & Tourism. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 48 weeks.

**Minimum English-Language Entry Level.** IELTS 4.5/CEFR B1.

**Course Code.** DEPHT.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Diploma** in Hospitality Management & Tourism

**NCFE Certificate** in Communication & Business Skills

**NCFE Certificate** in Hospitality Management & Tourism

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

### **IELTS [Academic]**

**Course Structure & Content.** Students study for 4 academic terms (48 weeks), each comprising 30, forty-five minute lessons (22.5 hours) weekly. Course breakdown is as follows:

**Term 1**

30 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**, comprising:

10 lessons weekly in grammar & functions

2 lessons weekly in vocabulary development

4 lessons weekly in reading & writing skills

4 lessons weekly in speaking, listening & pronunciation skills

10 lessons weekly in **Advanced Study Skills & IELTS examination** practice

## Term 2

20 lessons weekly in Communication & Business Skills

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

## Terms 3 & 4

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Those students seeking to study the Pre-Masters Extended Diploma course would follow the full syllabus outlined in the table below, ie Weeks 1-48.

### <sup>□</sup>**IELTS**

***IELTS** is the **International English-Language Testing System**. It measures ability to communicate in English across all 4 language skills - listening, reading, writing and speaking - for people who intend to study or work where English is the language of communication. **IELTS** is the preferred English-language assessment for universities in English-speaking countries worldwide. Examinations take place monthly in Bournemouth and a place can be secured at the time of enrolment with BBSI. Candidates must book for the examination at least 6 weeks before each examination sitting.*

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

### <sup>ψ</sup>**Advanced Study Skills**

*Postgraduate students require advanced study skills when preparing for study at Masters level:*

- plagiarism
- research skills
- Internet-based study
- bibliography & referencing
- extended writing assignment
- critical thinking & independent thought
- compilation & statistical analysis
- independent learning
  - seminar skills
  - presentations

### <sup>‡</sup>**NCFE**

*The national awarding body **NCFE** was established in 1848 and, with the exception of some of the UK's earliest established universities, is the oldest provider of recognised qualifications in the UK. BBSI is a holder of the **NCFE Investors in Quality (IQ) Licence** in recognition of the fact that BBSI's training programmes meet the rigorous standards set by **NCFE**.*

**11. Other BBSI Pre-Masters Courses.** BBSI Pre-Masters Courses are also available in the following subjects:

- \* Management & Business Administration
- \* Marketing, Advertising & Public Relations
- \* Finance & Financial Services
- \* Legal Studies
- \* Science, Mathematics & IT

**12. Course Weekly Syllabus.** The full 48-week syllabus for the BBSI Pre-Masters courses in Hospitality Management & Tourism is tabled below:



## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Sample weekly timetable for Weeks 1-12</b>	<i>reading &amp; writing skills development</i>	<i>grammar &amp; functions integrated skills practice</i>	<i>vocabulary development practice activities</i>	<i>grammar &amp; functions integrated skills practice</i>	<i>speaking, listening &amp; pronunciation development practice activities</i>
	<i>grammar &amp; functions integrated skills practice</i>	<i>speaking &amp; listening skills &amp; pronunciation development</i>	<i>grammar &amp; functions integrated skills practice</i>	<i>reading &amp; writing skills development</i>	<i>grammar &amp; functions integrated skills practice</i>
	<b>IELTS Examination Practice</b> <i>reading &amp; writing: global &amp; intensive academic reading skills writing skills (describing graphs &amp; processes)</i>	<b>IELTS Examination Practice</b> <i>academic skills practice: listening &amp; speaking listening for gist &amp; detail speaking (fluency skills development)</i>	<b>IELTS Examination Practice</b> <i>speaking papers 1-3 (practice work): general conversation set topic monologue discussion skills</i>	<b>IELTS Examination Practice</b> <i>reading &amp; writing: global &amp; intensive academic reading skills discursive essay writing skills</i>	<b>IELTS Examination Practice</b> <i>academic skills practice: listening &amp; speaking: listening skills exam task practice &amp; oral skills development</i>







## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	<b>Communication &amp; Business Skills</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 13	<p><i>Induction</i></p> <p><b>Topic: organisational structure</b></p> <p><i>Skills: introductions &amp; networking, structuring effective presentations</i></p> <p><i>Case Study: outsourcing</i></p> <p><i>Assessed Tasks: business recommendations for a bank</i></p>	<p><i>learning styles</i></p> <p><i>listening skills – multiple choice</i></p> <p><i>note completion</i></p>
Week 14	<p><b>Topic: brands &amp; brand management</b></p> <p><i>Skills: taking part in meetings, discussion language, formal business report writing formats, visual aids in making presentations</i></p> <p><i>Case Study: developing a brand</i></p> <p><i>Assessed Task: analysing a brand</i></p>	<p><i>IELTS reading test – headings</i></p> <p><i>language awareness – compound nouns, modality</i></p> <p><i>IELTS speaking – part 1</i></p>
Week 15	<p><b>Topic: managing change</b></p> <p><i>Skills: conducting a meeting, the language of meetings, business writing</i></p> <p><i>Case Study: a takeover</i></p> <p><i>Assessed Task: researching agreed action points, presentation to a meeting</i></p>	<p><i>critical thinking</i></p> <p><i>reading skills – reading quickly</i></p> <p><i>becoming a critical reader</i></p>
Week 16	<p><b>Topic: money, finance, banking &amp; investment</b></p> <p><i>Skills: describing trends, reporting financial success, comparing companies, mergers &amp; acquisitions</i></p> <p><i>Case Study: an investment company</i></p> <p><i>Assessed Tasks: progress test</i></p>	<p><i>reading skills – applying headings</i></p> <p><i>speaking – part 2</i></p> <p><i>perfect tenses, intensifying adverbs</i></p>
Week 17	<p><b>Topic: advertising</b></p> <p><i>Skills: making effective presentations, preparing for a trade fair, assessing advertisements, assessing quality</i></p> <p><i>Case Study: creating a promotional campaign</i></p> <p><i>Assessed Tasks: proposal for an advertising campaign</i></p>	<p><i>IELTS listening skills – note completion, multiple choice, matching</i></p> <p><i>reading skills – global multiple choice</i></p> <p><i>yes/ no/ not given</i></p>
Week 18	<p><b>Topic: recruitment</b></p> <p><i>Skills: preparing a CV &amp; covering letter, preparing a person specification</i></p> <p><i>Case Study: choosing the best candidate for the job</i></p> <p><i>Assessed Task: a job application</i></p>	<p><i>IELTS speaking – part 3</i></p> <p><i>language awareness – word building, cleft sentences</i></p> <p><i>IELTS reading skills – identifying themes, skimming</i></p>



## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	<b>Communication &amp; Business Skills</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 19	<p><b>Topic: international trade</b>  <i>Skills: negotiation techniques &amp; styles, negotiation language  summarising a business document  Case Study: a negotiation  Assessed Task: negotiation role-play</i></p>	<p><i>academic writing skills – planning an essay  proof-reading skills – identifying errors in grammar,  vocabulary, punctuation, spelling  techniques for avoiding errors</i></p>
Week 20	<p><b>Topic: innovation</b>  <i>Skills: presentation skills; developing, designing &amp; assessing a new product,  describing a process  Case Study: innovative products  Assessed Task: proposal for launching a new product, progress test</i></p>	<p><i>reading skills – locating information  IELTS speaking – part 3  listening skills – summary completion</i></p>
Week 21	<p><b>Topic: leadership skills</b>  <i>Skills: decision-making, negotiation skills  Case Study: providing leadership to a failing company  Assessed Task: action plan for a business</i></p>	<p><i>academic writing – commenting on graphs  language awareness – grammatical terms, adverbial clauses</i></p>
Week 22	<p><b>Topic: business ethics</b>  <i>Skills: problem-solving, establishing ethical behaviour  Case Study: dealing with employee problems  Assessed Task: writing a disciplinary letter</i></p>	<p><i>self-assessment  academic reading skills  differentiating register &amp; style</i></p>
Week 23	<p><b>Topic: travel &amp; tourism</b>  <i>Skills: US/UK English, making arrangements, corporate hospitality  writing business communications  Case Study: planning a conference  Assessed Task: marketing a region</i></p>	<p><i>listening skills – sentence completion, note completion  IELTS speaking – part 2  IELTS reading skills – sentence completion</i></p>
Week 24	<p><b>Topic: business cultures</b>  <i>Skills: cultural language &amp; idioms, social English,  giving advice, international business styles  Case Study: writing an itinerary for foreign visitors</i></p>	<p><i>language awareness – comparatives, collocations,  passive forms  IELTS speaking – parts 1,2,3  complete IELTS practice test</i></p>

\*Please note that presentation subject order may vary in weeks 7 to 12.



## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	<b>Hospitality Management &amp; Tourism</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 25	<b>Overview Of The Hospitality Industry</b> structure of the accommodation industry, hotel grading & market segments – AA ratings system, travel geography	learning styles listening skills – multiple choice note completion
Week 26	<b>Tourist Motivation &amp; Behaviour</b> tourist needs & wants, general & specific motivation for tourism, future trends in tourism, travel geography, test	IELTS reading test – headings language awareness – compound nouns, modality IELTS speaking – part 1
Week 27	<b>Accommodation Services</b> accommodation facilities – guest expectations, cultural differences & etiquette, operation of housekeeping & maintenance departments, duty management, hotel visit *	critical thinking reading skills – reading quickly becoming a critical reader
Week 28	<b>Hotel Front Office 1</b> business segments & tariff structure, costing & budgeting, reservation systems, check-in & check-out procedures, ancillary services – car hire	reading skills – applying headings speaking – part 2 perfect tenses, intensifying adverbs
Week 29	<b>Hotel Front Of House 1</b> reservation procedures, telephone techniques, charging services to guest accounts, billing procedures/refunds, cash handling, progress test 1	IELTS listening skills – note completion, multiple choice, matching reading skills – global multiple choice yes/ no/ not given
Week 30	<b>Hotel Front Of House 2</b> negotiation skills & role play, selling skills & role play	IELTS speaking – part 3 language awareness – word building, cleft sentences IELTS reading skills – identifying themes, skimming

\* Visits are subject to availability and may incur additional costs.



## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	<b>Hospitality Management &amp; Tourism</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 31	<b>Customer Service</b> communication, people & social skills, handling complaints, dealing with difficult situations, staff training, complaint letters & compensation, customer relations	academic writing skills – planning an essay proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling techniques for avoiding errors
Week 32	<b>The Economics Of Tourism</b> economic impacts of tourism, the tourism multiplier, the international tourist market, travel geography	reading skills – locating information IELTS speaking – part 3 listening skills – summary completion
Week 33	<b>Tourism Management 1</b> role of the tour operator, mass market & independent tour operators, planning & developing package tours, travel geography	academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses
Week 34	<b>Tour Operations</b> marketing of package tours, the process of negotiation, pricing the package tours, travel geography progress test 2	self-assessment academic reading skills differentiating register & style
Week 35	<b>Careers &amp; Destination Management</b> guides and tour reps, planning & marketing a destination, case study and SWOT analysis, jobs in the tourism & hospitality industry	listening skills – sentence completion, note completion IELTS speaking – part 2 IELTS reading skills – sentence completion
Week 36	<b>The Travel Industry</b> waterborne transport – cruise, structure of the airline industry, function of an airport, schedule & charter services, cabin crew, travel geography	language awareness – comparatives, collocations, passive forms IELTS speaking – parts 1,2,3 complete IELTS practice test



## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	<b>Hospitality Management &amp; Tourism</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme (10 lessons)</i>
Week 37	<b>Overview of the Tourism Industry</b> <i>the tourism chain of distribution, integration in the tourism industry, travel geography</i>	<i>learning styles listening skills – multiple choice note completion</i>
Week 38	<b>Sustainable Tourism</b> <i>environmental impacts of tourism, environmental impacts of tourism case study, socio-cultural impacts of tourism, travel geography assessed classroom debate</i>	<i>IELTS reading test – headings language awareness – compound nouns, modality IELTS speaking – Part 1</i>
Week 39	<b>Marketing of the Tourist Product</b> <i>research in tourism marketing, marketing analysis, questionnaires/surveys, development from analysis &amp; future planning, travel geography</i>	<i>critical thinking reading skills – reading quickly becoming a critical reader</i>
Week 40	<b>Visitor Attractions/Management</b> <i>manmade/natural attractions, visitor attraction management, travel geography</i>	<i>reading skills – applying headings speaking – part 2 perfect tenses, intensifying adverbs</i>
Week 41	<b>Tourism Management 2</b> <i>travel agency operations, travel agency skills &amp; competences, travel costings, travel geography progress test</i>	<i>IELTS listening skills – note completion, multiple choice, matching reading skills – global multiple choice yes/ no/ not given</i>
Week 42	<b>Retail Travel Operations</b> <i>business travel, the role of ABTA, travel geography, ancillary services, comparative study</i>	<i>IELTS speaking – part 3 language awareness – word building, cleft sentences IELTS reading skills – identifying themes, skimming</i>



## BBSI Pre-Masters Courses: Hospitality Management & Tourism



### Typical Weekly Syllabus

	<b>Hospitality Management &amp; Tourism</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 43	<b>HR Management 1</b> staffing & selection, effective recruitment: methods, the process, advertising, induction, appraisal systems	academic writing skills – planning an essay proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling techniques for avoiding errors
Week 44	<b>HR Management 2</b> improving team performance, performance management, personality types, dealing with problems	reading skills – locating information IELTS speaking – part 3 listening skills – summary completion
Week 45	<b>Conference &amp; Banqueting Operations</b> role of C&B operations staff, set-up for meetings, health & safety of room set-ups, conference equipment, event management	academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses
Week 46	<b>Conference &amp; Banqueting – Operations &amp; Administration</b> set-up for functions/banquets, staffing, service & clearing, role of the C&B administration office, conference rate structures, conference management, visit to conference centre* progress test	self-assessment academic reading skills differentiating register & style
Week 47	<b>Health, Hygiene &amp; Fire Safety</b> health & safety at work, hazard awareness, accident reporting, basic food hygiene, fire safety, risk assessment/emergency manual, talk by Fire Officer†	listening skills – sentence completion, note completion IELTS speaking – part 2 IELTS reading skills – sentence completion
Week 48	<b>Food &amp; Beverage Service</b> sectors of the catering market, describing dishes, taking orders, food & beverage cycle, food & beverage management, the brewing industry	language awareness – comparatives, collocations, passive forms IELTS speaking – parts 1,2,3 complete IELTS practice test

\* Visits and are subject to availability and may incur additional costs.

† Talk by Fire Officer is subject to availability.