

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS													
QUALIFICATION DEVELOPER (S)	BA ISAGO University												
TITLE	Bachelor of Commerce in Hospitality Management							NCQF LEVEL	7				
STRANDS (where applicable)	Not applicable												
FIELD	Services			SUB-FIELD	Personal Services			CREDIT VALUE	480				
<i>New Qualification</i>					<i>Review Qualification</i>					✓			
SUB-FRAMEWORK	<i>General Education</i>				<i>TVET</i>				<i>Higher Education</i>				✓
QUALIFICATION TYPE	<i>Certificate</i>	I	II	III	IV	V	<i>Diploma</i>	<i>Bachelor</i>	✓				
<i>Bachelor Honours</i>		<i>Post Graduate Certificate</i>					<i>Post Graduate Diploma</i>						
<i>Masters</i>						<i>Doctorate/ PhD</i>							
RATIONALE AND PURPOSE OF THE QUALIFICATION													
<p>RATIONALE:</p> <p>The Hospitality and Tourism sector is one of the fastest growing sectors of the economy and the second largest income generating sector in Botswana. There is a growing demand for hospitality services which are driven by an increase in the number of tourists coming into Botswana. According to (<i>Statistics Botswana, 2022</i>), the country received a total of 158,284 international tourists during the first quarter of 2022 and a total of 282,220 international visitors (tourists) during the second quarter. These figures represent a steady increase and an expected continuous recovery from the COVID-19 Pandemic as this sector was greatly affected.</p>													

This dynamic, yet growing industry requires flexible responsive and creative professionals to fully explore its socio-economic prospects and cater for the increasing numbers of tourists coming into the country with hospitality services. Furthermore, the HRDC–Priority Skills List Report (2023-2024), emphasizes the need for an increased number of Restaurant and Hotel Managers who have relevant technical skills in serving techniques of food and beverage, housekeeping practices, budgeting, and can cater for the increasing demand of incoming tourists into the country. According to Grant Thornton-Travel, Tourism and Leisure Report,(2018) ‘*With regards to tourists entering the country for the purpose of holiday / leisure, those residing in the SADC region accounted for 42.9% of all tourists entering the country. Therefore, the tourism and hospitality sector, is closely linked not just to the macroeconomic developments (most importantly, growth rates) higher disposable income and reduced unemployment.*’ It is against this background that the Bachelor of Commerce in Hospitality Management qualification will give aspirants an opportunity to be part of the global leaders in the hospitality industry with a diverse portfolio to bridge the gap between the demand and the supply of hospitality management services.

This qualification is intended to provide prospective learners with the required skills and competencies needed in the hospitality industry, by equipping them with the different principles in the planning, development, and management of hospitality operations. The qualification will also allow them practical industry exposure in the hospitality industry in order to produce graduates that are ready for the world of work as employees and employers with the potential of reducing unemployment rates, as emphasised by Vision 2036.

The cohorts of students pursuing this qualification have not yet graduated. Therefore, their level of absorption by the market will be determined upon graduation.

Qualification Purpose

The purpose of this qualification is to produce graduates with specialised knowledge, skills and competences to:

- Execute management functions to successfully plan, organize, lead and control hospitality establishments such as hotel operations, food and beverages, conventions, gaming, events, etc.
- Manage and operate different hospitality departments including housekeeping, food and beverages, front desk, accommodation services etc.
- Analyze challenges surrounding the hospitality sector and formulate innovative and sustainable ideas to solve complex contemporary issues affecting the hospitality industry.

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MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

- i. Applicants must have a minimum of Certificate IV, NCQF Level 4 (TVET/GE) or equivalent
OR
- ii. Candidates who do not meet the minimum academic qualifications stated above will be considered through the Recognition of Prior Learning (RPL) process which shall be administered according to the National RPL Policy. There will also be provision for Credit Accumulation Transfer to the learner in case they transfer in from another institution as per National Policy on CAT.

SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
<p>1. Demonstrate specialised knowledge in designing hospitality services and amenities that promote an enjoyable customer experience in various hospitality settings.</p>	<p>1.1 Conduct market research to understand customers' needs and behaviour that affect the development of the hospitality industry and their products.</p> <p>1.2 Benchmark on best international practices to address the needs of various stakeholders in the hospitality settings.</p> <p>1.3 Generate new innovative ideas to capitalise on business opportunities available in different hospitality settings.</p> <p>1.4 Design products and services packages that meet the tastes and preferences of a wide array of stakeholders in the hospitality industry.</p> <p>1.5 Organize hospitality events that model guest preferences and enhance their quality of life.</p>

<p>2. Manage guest/customer experiences by adhering to the established code of conduct and service standards for hospitality businesses.</p>	<p>2.1 Demonstrate specialised knowledge to provide excellent service during customer interactions in various hospitality settings.</p> <p>2.2 Apply advanced communication, problem solving and negotiation skills in resolving customer complaints.</p> <p>2.3 Adhere to appropriate profession dressing and grooming etiquette governing hospitality operations.</p> <p>2.4 Critically evaluate the effectiveness of customer service management techniques and standards in optimise positive guests and customer experiences in different hospitality settings.</p> <p>2.5 Monitor customer feedback and experiences to improve service delivery in hospitality settings.</p>
<p>3. Execute management functions to successfully plan, organize, lead and control hospitality establishments such as hotels, food & beverages, gaming, events, etc.</p>	<p>3.1 Develop sales and marketing tools and assist in the development and implementation of a marketing plan for a hospitality operation.</p> <p>3.2 Manage diverse hospitality teams and ensure that human resources needs are met in order to sustain daily operations of a establishment.</p> <p>3.3 Adhere to effective leadership principles to formulate rational solutions to hospitality operational problems</p> <p>3.4 Apply specialized knowledge of financial management to control expenses and monitor budget related to different hospitality operations.</p> <p>3.5 Implement strategies and protocols to mitigate and eliminate identified risks that impact on the sustainability of the hospitality business.</p>

<p>4. Demonstrated specialised knowledge in managing and operating housekeeping services according to hospitality aesthetics, health and hygiene standards.</p>	<p>4.1 Critically analyse performance standards and requirements in operating housekeeping services.</p> <p>4.2 Manage housekeeping operating procedures, inventories, budgets, department activity & staff performance records, as well as guests' feedback;</p> <p>4.3 Generate ideas to uphold proper sanitation principles and practices in lodging facilities and related amenities.</p> <p>4.4 Comply with relevant health and safety practices regulating in accommodation and housekeeping operations.</p> <p>4.5 Coordinate adherence to ethical practices of a hospitality establishment to protect and care for customer belongings.</p>
<p>5. Operate various hospitality management systems and technologies in a manner designed to enhance service provision and organizational performance.</p>	<p>5.1 Determine appropriate technology to support the management and administration of a hospitality business.</p> <p>5.2 Adapt integrated communications systems in managing different operations in a hospitality establishment.</p> <p>5.3 Monitor the effectiveness of hospitality management systems in supporting efficient online booking and reservations for clients.</p>
<p>6. Manage food and beverage operation services seamlessly based on the hospitality industry standards.</p>	<p>6.1 Critically analyse the different types of tasks and responsibilities of staff in the food and beverage service.</p> <p>6.2 Prepare estimate on allowable food and beverage costs based on forecasted sales levels and menu preference.</p>

	<p>6.3 Adhere to procurement processes and procedures to effectively manage food and beverage costs.</p> <p>6.4 Maintain safe storage of ingredients and products used for operating food and beverage services.</p>
<p>7. Propose local, regional and international cuisines, based on contemporary trends in food preparation methods used by the hospitality service industry.</p>	<p>7.1 Demonstrated advanced technical skills in food preparation and presentation, following appropriate health, safety, sanitation and environmental protection procedures in the hospitality industry.</p> <p>7.2 Design menus that are responsive to the economic and aesthetic requirements of various hospitality concepts.</p> <p>7.3 Use a range of advanced classical and contemporary cooking techniques in commercial kitchen operations.</p> <p>7.4 Maintain proper care, handling and storage of all kitchen tools, equipment and appliances.</p>
<p>8. Conduct applied research and generate innovative ideas to solve complex contemporary issues affecting the hospitality industry.</p>	<p>8.1 Critically assess the local, regional and global challenges facing the hospitality industry business.</p> <p>8.2 Apply advanced data collection methods to gather information on key trends and developments in global hospitality.</p> <p>8.3 Critically analyze quantitative and qualitative data to determine complex and unpredictable challenges within the hospitality industry.</p> <p>8.4 Generate solutions that promote ethical and sustainable hospitality business practices.</p>

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	
		FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Computing & Information Skills	10	
	Principles of Economics	10			10
	Business Mathematics		10		10
	Business Communication			10	10
	Principles of Financial Accounting		10		10
	Business Statistics			12	12
	Introduction to Finance		12		12
	Commercial Law			10	10
	Research Methods			12	12
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Hospitality Operations and Supply Chain Management			12	12
	Introduction to Hospitality Management		10		10
	Human Resource Management			12	12

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	Food & Beverage Management and Cost Control			15	15
	Culinary Studies and Nutrition 1 & 2		10	15	25
	Entrepreneurship			12	12
	Principles of Hospitality Franchise Management			10	10
	Hospitality Health and Safety		10		10
	Accommodation Management			12	12
	Professional Cookery 1 & 2		10	15	25
	Hospitality and Tourism Distribution			10	10
	Customer Service			12	12
	Food and Beverage Studies			12	12
	Ethics and Sustainability in Hospitality			12	12
	Events Management			15	15
	Marketing & Consumer Behaviour			12	12
	House Keeping Management			15	15
	Front Office Operations			12	12

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	Quality Systems for the Hospitality Industry			10	10
	Strategic Hospitality Management			12	12
	Industrial Attachment			60	60
	Computerised Reservation System			12	12
	Destination Management			12	12
	Research Project			24	24
STRANDS/ SPECIALIZATION	<i>Subjects/ Courses/ Modules/Units</i>	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
	None				
Electives	French			11	11
	Cultural Tourism			11	11
	Risk Crisis and Disaster Management			11	11

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

<i>NCQF Level</i>	<i>Credit Value</i>
Level 5	20
Level 6	72
Level 7	388
TOTAL CREDITS	480

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

The credit distribution is made up of 96 credits from the fundamental component, 373 credits from the core component and 11 credits from the elective component, where students will choose only one module.

ASSESSMENT ARRANGEMENTS

All assessments which are leading to the award of the qualification should be based on learning outcomes and associated assessment criteria. The Assessors and Moderators should:

- Be registered and accredited as Assessors and Moderators by the Botswana Qualifications Authority or its equivalent.
- Be experts in educational management or any leadership qualifications at level 10 in the sub-field of the qualifications area.

i. Formative Assessment

The weighting of formative assessment is 60 % of the final assessment mark.

ii. Summative Assessment

The weighting of summative assessment is 40 % of the final assessment mark.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation, conducted by Moderators registered with Botswana Qualifications Authority (BQA).

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification, as specified in policies by the Education and Training Provider (ETP) in line with the National RPL policies.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification, as specified in policies by the Education and Training Provider (ETP) in line with the National CAT policies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

Horizontal Articulation:

- Bachelor of Science in Hotel Management
- Bachelor of Arts in Hospitality and Tourism Management

- Bachelor of International Hospitality Management
- Bachelor of Business in Food and Beverage Management
- Bachelor of Business in Tourism and Event Management
- Bachelor of Business in Tourism Management
- Bachelor of Arts in Events Management

Vertical Articulation

- Bachelor Arts (Hons) in Hospitality Management
- Bachelor Arts (Hons) in Tourism & Hospitality Management
- Post Graduate Diploma in Hospitality Management
- Post Graduate Diploma in Events Management

Employment Pathways

Graduates will have requisite competencies and attributes to work as:

- Hotel Operations Supervisor
- Restaurant Manager
- Lodging Manager
- Resort Manager
- Accommodation Manager
- Food & Beverages Manager
- Hospitality Business Consultant

QUALIFICATION AWARD AND CERTIFICATION

Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award of the Bachelor of Commerce in Hospitality Management, candidates should have obtained a minimum of 480credits. A certificate will be issued to learners who are awarded the qualification.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

The proposed qualification was compared with the following the regional and international qualifications;

- i. Bachelor of Hotel and Hospitality Management – MOI University, Kenya.

- ii. Bachelor of Commerce in Hospitality Management – Nelson Mandela University (NMU), South Africa.
- iii. Bachelor of Business in Hospitality Management- Torrens University, Australia.

The benchmarking exercises revealed that the developed Bachelor of Commerce in Hospitality Management favourably compares to other regional and international qualifications. All the qualifications are pitched at Level 7, which is denoted using the specific framework adopted by each country (NCQF, NQF, KNQF & AQF). Furthermore, the proposed qualification shares a common title with Nelson Mandela University and Torrens University. However, there is a slight difference in relation to the title adopted by MOI University, which combines and places emphasis on hotel and hospitality management.

The qualifications also have a common goal in terms of capacitating graduates with knowledge, skills, competencies, and appropriate attitudes to plan, develop and manage operations of different elements of the hospitality and guest service world, from hotels and restaurants to casinos and cruise lines.

Based on the qualification frameworks used by each country, there are some differences in terms of credits and duration of study. Similar to MOI University, the proposed qualification carries 480 credits and runs for 4 years. Whereas the qualifications offered by Nelson Mandela and Torrens University carries 373 and 144 credits respectively, with a 3 year duration.

All qualifications structures cover common domains such as Business Communication, Entrepreneurship, Front Office Operations, Accounting, Marketing Events and Customer Care/ Service Relationship. In addition, all the qualifications have provision for industry attachment component to enable learners gain practical experience. There is an exception on the Research component and language/s which is only applicable to the proposed qualification and MOI University. The assessment strategies for all qualifications include both continual formative assessment and summative assessment in the form of practical work, projects, laboratory reports, portfolio of evidence to assess the achievement of the stated learning outcomes.

In terms of articulation, all the qualifications have common education and employment progression pathways. Just like the qualifications offered benchmarked against, the proposed Bachelor of Commerce in Hospitality Management prepares and allows learners to progress and pursue other postgraduate qualifications in the hospitality management, hotel operations, events, and tourism management. In addition, all qualifications prepares learners for employment in hospitality and tourism

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industries, where they can work as Resort Manager, Hotel Operations supervisors, Events Manager etc.

REVIEW PERIOD

This qualification will be reviewed after 5 years upon registration.

For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	
REVISION DATE:		NAME OF PROFESSIONAL BODIES/REGULATORY	