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QUALIFICATION SPECIFICATION					
					SECTION A
QUALIFICATION DEVELOPER	**New Era College of Arts, Science & Technology (Lead Developer)** **Limkokwing University of Creative Technology**				
TITLE	Diploma in Hospitality Management			**NCQF LEVEL**	**6**
FIELD	**Services**		**SUB-FIELD**	**Hospitality**	
New qualification	**New**		Review of existing qualification		**No**
SUB-FRAMEWORK	General Education		TVET		Higher Education ✓
QUALIFICATION TYPE	Certificate		Diploma	✓	Bachelor
	Bachelor Honours		Master		Doctor
CREDIT VALUE				**370**	

1. RATIONALE AND PURPOSE OF THE QUALIFICATION

1.1 Rationale

Botswana is gifted with a rich mineral base and a diverse range of flora, fauna, unique landscape and a growing cultural heritage hence the need to shift from overdependence upon minerals as the main engine of economic growth. Tourism in Botswana has been recognized as a means of supporting the diversification of the economy because tourism initiatives contributed 8.5% to the Gross Domestic Product (GDP) in 2014 and it is forecasted to rise by 5.3% per annum in 2025. In terms of job creation, the forecast is that the industry will support 87,000 jobs which is an increase of 2.0% per annum by the year 2025, (World Travel and Tourism Council, 2015). For tourism to contribute meaningfully to the economy through job creation, there is need for excellent hospitality services.

All the areas of the hospitality industry such as hotel operations, food service, maintenance and cleaning, management, etc. need professionals who have excellent customer service, interpersonal,

creative problem solving, and teamwork skills; good personal grooming; high levels of cultural awareness; the ability to pay attention to detail; a thorough knowledge of local resources and attractions. Currently, there is a vast gap between the skills and experience imparted and the skills and experience needed (Botswana Government's Hospitality & Tourism Profile, 2010). Hospitality training is very critical as the industry is now faced with a shortage of well-trained personnel to meet current demand (O'Brien, 2012). Skills shortage, lack of training, crisis of competence, and a growing demand for flexibility and creativity is hindering the provision of quality service in the hospitality industry (Lydon, 2014). The hospitality industry manpower shortage is affecting the provision of higher service levels. "Hospitality and catering" was branded a critical and priority field requiring urgent training attention (Botswana Training Authority (Bota), 2012); (Tourism Sector, Human Resources Development Plan, 2014).

Consultation with the industry confirmed the gap in specialized skills such as culinary arts/professional cookery, events planning, customer care, markings, front office skills, restaurant services and computing skills. Moreover, a needs identification survey conducted in March 2016 through written questionnaires revealed that the Diploma in Hospitality Management is of great importance to the working professionals in the hospitality industry and school leavers who wish to pursue a career in management. Furthermore, secondary sources of evidence also confirmed the critical gaps identified in the sector. These include Botswana government Hospitality Tourism Profile, 2010; Bota, (2012); Tourism Sector human Resources Development Plan, (2014).

1.1.1 Technical knowledge, skills and competences required in the local, regional and international Hospitality Industries.

Graduates of the qualification will have the practical knowledge, skills and competences to work in hospitality establishments including hotels, guest houses, restaurants, travel agencies, tour companies, resorts, trade shows, catering companies, and convention facilities.

1.2 Purpose

The purpose of this qualification, therefore, is to produce graduates who are competent to:

a. work in the hospitality industry locally, nationally or internationally, with the requisite technical knowledge, skills and competence.

b. management guest problems. (guest relations manager, guest services supervisor, casino host, gaming dealer, guest service associate)

c. manage bookings and accommodation operations (including front office attendant, hotel receptionist, reservation agent, hotel clerk, front desk supervisor, reservationist, front of house manager)

d. managing stakeholder expectations in areas such as front desk management, housekeeping, and customer services (including housekeeping manager, rooms division manager, laundry supervisor, maintenance supervisor, lead housekeeper, bell attendant, baggage porter, valet)

e. mange food and beverages operations (including Banquet server, Head waiter, Bar tender, café manager, catering assistant, food and beverages manager, food runner, Barista, Bar back)

f. plan and manage hospitality events (including events manager, meeting and convention planner, wedding coordinator, meeting coordinator and special events manager).

g. establish and successfully run their own hospitality related enterprises or ventures.

2. PRE-REQUISITE LEARNING AND QUALIFICATION

2.1   Entry Requirements:

(a) Normal Requirements

- Certificate IV, NCQF Level 4 (e.g. Botswana General Certificate of Secondary Education (BGCSE) or any equivalent qualification, with a pass or better in English, Mathematics and any other home economics related subjects.

- Applicants in possession of appropriate Level 5 qualification in any hospitality-related or equivalent qualification will be considered for entry into the qualification.

(b) Recognition of Prior Learning

- Entry to the qualification may be accessed through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) in accordance with the RPL and CAT National Policies

3. GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
3.1 Demonstrate basic knowledge of the hospitality industry.	3.1.1 Define hospitality basic concepts. 3.1.2 Identify hospitality theories. 3.1.3 Distinguish the hospitality industry with related sectors such as tourism and travel. 3.1.4 Outline different sectors of the hospitality industry. 3.1.5 Develop entrepreneurship knowledge that enables them to act on creative and innovative ideas
3.2 Apply hospitality principles in a work environment.	3.2.1 Manage suitable food and beverage practices to attract and maintain customers. 3.2.2 Organize the presentation and layout of a food and drink service operation. 3.2.3 Discuss the importance of the meal experience in food and drink service operations. 3.2.4 Review food and drink service provision 3.2.5 Comply with established industry standard and government laws.
3.3 Demonstrate knowledge of hospitality operations.	3.3.1 Coordinate human resources according to need per schedule for the smooth running of an establishment. 3.3.2 Manage the procedure of hiring and orienting personnel. 3.3.3 Prepare timely departmental budgets in cognizance of all departments and sections of an establishment. 3.3.4 Map out departmental activities and responsibilities in relation to all departments and sections of the hotel. 3.3.5 Draft appropriate emergency plans for a department or section.
3.4 Supervise hospitality tasks successfully in line with the organizational standards	3.4.1 Allocate duties to departmental or section staff. 3.4.2 Prepare reports following company policy guidelines. 3.4.3 Analyze client's different needs and preferences for adoption of the best. 3.4.4 Manage teamwork in the daily operation of a hospitality establishment.
3.5 Operate a housekeeping department/section of any category of accommodation properties.	3.5.1 Liaise with other property units/departments for effective and efficient delivery of service. 3.5.2 Demonstrate knowledge of housekeeping processes 3.5.3 Manage all areas of housekeeping in any properties.

		3.5.4	Assist in the development of business plans and mission statements for the department.
		3.5.5	Create yearly budgets for the housekeeping department.
		3.5.6	Monitor and manage environmental issues including garbage, re-cycling disposal of hazardous materials.
		3.5.7	Attract environmentally conscious travelers
3.6	Prepare food items, garnish and display for small and large volume food production.	3.6.1	Identify different types of cuisines.
		3.6.2	Outline different types of food items.
		3.6.3	Employ basic concepts of food preparation and production.
		3.6.4	Apply basic scientific principles that govern food reactions and role of ingredients.
		3.6.5	Create recipes and appealing presentations.
		3.6.6	Use acceptable methods for the food preparation of selected food products.
		3.6.7	Plan, prepare and present food.
		3.6.8	Comply with the safety procedures and guidelines of the hospitality industry.
3.7	Provide services in events planning.	3.7.1	Organize different types of events.
		3.7.2	Cater for event attendees' needs and wants.
		3.7.3	Manage event projects and source sponsors.
		3.7.4	Utilize key concepts in measuring service quality.
		3.7.5	Apply knowledge of the service delivery process to new or existing service operations.
		3.7.6	Develop important workplace skills (such as presentation ability, cooperation with team members, team spirit).
		3.7.7	Meet deadlines through team projects and cooperative learning activities.
3.8	Synthesize marketing strategies that help to sustain and enhance competitiveness in the hospitality industry	3.8.1	Identify potential markets.
		3.8.2	Assess the country's hospitality marketing strategies.
		3.8.3	Outline the hospitality marketing planning processes.
		3.8.4	Outline hospitality marketing problems.
		3.8.5	Prepare and present persuasive, well organized oral and written hospitality marketing reports.
		3.8.6	Monitor trends that affect marketing and sales in the hospitality industry.
		3.8.7	Provide factors affecting the buyer-seller relationship in the industry, take advantages of the opportunities and eliminate threats.
		3.8.8	Assess the needs and wants of the customers.
		3.8.9	Coordinate the marketing of a hospitality establishment and sale the products and services.

3.9	Manage front office department/section of any type of lodging properties.	3.9.1	Forecast room availability.
		3.9.2	Maximize revenue using forecast information, discount allocation, and duration control.
		3.9.3	Receive guest in a friendly manner and assist them to check in, check out and during occupancy.
		3.9.4	Man, telephone and take booking reservations paying attention to guest requirements.
		3.9.5	Use front office equipment correctly.
		3.9.6	Prepare guest's bill.
		3.9.7	Manage votes/cost centers for the growth of an establishment.
		3.9.8	Book clients using any Property Management System to help build a profitable customer base.
		3.9.9	Store an establishment's information for future use and forecasting.
3.10	Communicate appropriately, clearly, effectively and efficiently	3.10.1	Use effective oral and written communication.
		3.10.2	Create a harmonious relationship through mutual communication.
		3.10.3	Use communication to motivate individuals or group to achieve the expected objective.
		3.10.4	Demonstrate conflicts resolution through negotiation, mediation, and diplomacy process.
3.11	Apply risk management principles for efficient, safe, secure, accessible and healthy hospitality operations.	3.11.1	Obtain and maintain health and safety licenses, certifications or training appropriate for hospitality workplaces.
		3.11.2	Detect and respond proactively to health and safety hazards and security concerns in the workplace.
		3.11.3	Identify appropriate protocols and procedures in the event of an emergency.
		3.11.4	Comply with all relevant statutory requirements.
		3.11.5	Identify the potential for liability and negligence within hospitality organizations and operations.
		3.11.6	Develop a risk management plan and contingency plans.
		3.11.7	Create procedures associated with an organization's risk management plan.
3.12	Evaluate ethical, legal and social considerations in hospitality situations.	3.12.1	Assess the importance of Business ethics from an organizational perspective and review its foundations.
		3.12.2	Examine the roles of government, business and society in their relationship with the hospitality sector.
		3.12.3	Identify ethical dilemmas that arise in the hospitality industry.
		3.12.4	Identify proposed solutions to ethical dilemmas that arise in the hospitality industry.

3.13	Develop entrepreneurship knowledge that enables them to act on creative and innovative ideas".	3.13.1 Describe the various paths to entrepreneurship. 3.13.2 Describe the essential components of a business plan. 3.13.3 Discuss the link between entrepreneurial strategy and business plan. 3.13.4 Identify sources of business ideas and opportunities. 3.13.5 Assess the viability of business ideas. 3.13.6 Describe the various paths to entrepreneurship.

4. QUALIFICATION STRUCTURE SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	**Title**	**Level**	**Credits**
	1. Introduction to Computer Skills	5	10
	2. Communication & Study Skills	5	10
	3. Human Resource Management	6	12
	4. Principles of Accounting	6	12
	5. Principles of Marketing	6	10
	6. Health and safety management	6	12
	7. Entrepreneurship	6	12
	8. Creative and Innovation Studies	6	12
	9. Introduction to Business Management	6	12
	10. Presentation and Research Study Skills	5	10
CORE COMPONENT Subjects / Units / Modules /Courses	11. Professional Cookery 1	6	20
	12. Customer Services	6	12
	13. Introduction to Hospitality Management	6	12
	14. Professional Cookery 2	6	20
	15. Menu planning	5	12
	16. Accommodation Operations	6	15
	17. Food and beverage services	6	15
	18. Hospitality Law	6	12
	19. Bar Operations	6	15
	20. Ethics and sustainability in hospitality management	6	15
	21. Hospitality Sales & Marketing	6	12
	22. Events and Banqueting Management	6	12
	23. Housekeeping operations	6	12
	24. Industrial Attachment	6	50
ELECTIVE COMPONENT	25. Hospitality Labor Relations		
	26. Contemporary Hospitality Management	6	12
	27. Rooms Division Management		

Subjects / Units / Modules /Courses Two Electives	28. Food and Beverage Management	6	12

5. RULES OF COMBINATIONS, CREDIT DISTRIBUTION(WHERE APPLICABLE):

Components	Minimum NCQF Credit Level	Credits available	Total minimum credits
Fundamentals	5	30	**30**
	6	82	82
Core	5	12	**12**
	6	222	**222**
Electives	6	24	**24**
Total			**370**
Module		**Pre requisite**	
1. Food and beverage management		Food and beverage services	
2. Professional cookery 2		Professional cookery 1	
3. Accommodation operations		Housekeeping operations	

5.1   Students must take and pass all fundamentals and core modules to graduate.

5. ASSESSMENT AND MODERATION ARRANGEMENTS

5.1 ASSESSMENTS

The learners will undergo formative and summative assessments which should be designed by assessors who are accredited by BQA. Formative assessments could comprise components such as class exercises,

presentations, theory tests, theory assignments, practical assignments, practical tests, demonstrations and simulations among others and final examination for summative assessment.

Industrial attachment will be assessed through the industry supervisor's remarks, oral presentation, logbooks and the project report.

The weighting should be as follows:

Assessment	Weighting
Theory	40%
Practical	60%

5.2   MODERATION

Internal and external moderators to be engaged will be BQA accredited subject specialists in relevant fields with relevant industry experience and academic qualifications.

Both internal and external moderation shall be done in accordance with applicable policies and regulations.

5   RECOGNITION OF PRIOR LEARNING (if applicable)

RPL will be used to determine the level of the qualification where learners will be placed. RPL will be evaluated from three perspectives:

5.1   Prospective learners who attained a qualification and awarded recognition by BQA registered institution shall be evaluated to determine its equivalence within the NQF through recorded interviews, inspection of transcript or oral and practical test to determine the level of qualification.

5.2   Level 5 certificates in Hospitality management related courses will automatically be recognized as Prior learning.

5.3   Relevant industry experience and informal learning will be considered as prior learning after being measured against specified prescribed learning outcomes.

- Mature entry with vast experience in related field and a letter from employer confirming experience and training on the job will be accepted.

Prospective students who attained a qualification and awarded recognition shall be evaluated to determine its equivalence within the NCQF through recorded interviews, inspection of transcript or oral and practical test to determine the level of knowledge and skills attainment for placement in the NCQF for this qualification.

6.   PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

9.1. Horizontal Progression

Graduates of this qualification may consider pursuing related qualification for the purpose of multi-skilling, retooling and gain expert knowledge in the Travel, Tourism and Hospitality Management field.

- Diploma in International Tourism.
- Diploma in Tourism Management.

- Diploma in Events Management

9.2. Vertical Progression

Graduates may progress to qualifications such as:

- Bachelor's in hospitality management.
- Bachelors in Tourism Management.
- Bachelors in event management.

6.3. Diagonal Progression

Graduates may progress to qualifications such as:

Students may progress diagonally between qualifications by presenting a completed Qualification or credits towards a qualification in a similar study area and must meet the minimum requirements for admission to the target qualification, which they will often do by virtue of the credits obtained towards an equivalent qualification.

- Bachelor of technology in tourism management

7. EMPLOYMENT PATHWAYS

Graduates will have requisite competencies and attributes to work as:

- Hospitality Education Consultant.
- Events Planner
- Events Coordinator
- Front desk Agent
- Front Office Manager
- Reservations Agent
- Reservations Manager
- Assistant Executive Housekeeper
- Rooms Division Manager
- Bar Tender
- Assistant Food and Beverages Manager
- Service Manager
- Restaurant Sales Manager
- Banquet or Function Manager
- Food and Beverage Outlet Manager

- Sales and Marketing Executive
- Motel / Hotel Manager
- Restaurant Manager
- Restaurant Owner and Operator
- Chef
- Porter

8. QUALIFICATION AWARD AND CERTIFICATION

8.1 Minimum Standard of achievement for the award of the qualification.

A learner to be a qualified graduate for Diploma in Hospitality Management must have successfully completed 360 credits.

9. REGIONAL AND INTERNATIONAL COMPARABILITY

Benchmarking the Hospitality Management qualification with Other Universities/Institutions

Based on key indicators, being qualification duration, modules, attachment, electives and core modules, there are general similarities and general comparability. This indicates that the qualification is general and highly comparable with others being offered.

Similarities

The benchmarking exercise established that the duration of the qualification in the institutions benchmarked with ranges from two (2) to three (3) years. The total number of modules for the qualifications is between 22 and 23. The number of modules per semester ranged from four (4) modules to six (6). All the institutions have a practical internship/attachment component.

Differences

Hospitality Management covers a wide range of specializations. From the benchmarking exercise, it is evident that different institutions place emphasis on different aspects of Hospitality Management such as culinary, hospitality management and hospitality operations. All institutions do not offer elective modules. Moreover, the New Era College qualification carries 370 credits as compared to the Vancouver Island university's 80 credits. The Vancouver qualification is heavily skewed towards business modules. The differences also exist in credit weights for the industrial attachments, where the New Era one has 40 credits and Vancouver has 9 credits.

Contextualisation

This qualification is designed in such a way that the graduate can apply the skills, competences, and knowledge in almost all types of workplaces with ease. The qualification includes electives that introduce areas that learners can prepare to specialise in if they should wish to proceed to degree qualifications.

REVIEW PERIOD

Every five (5) years