

BQA NCQF Qualification Template

DNCQF.FDMD.GD03

Issue No.: 01

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER			UNIVERSITY OF BOTSWANA											
TITLE	BACHELOR OF BUSINESS (TOURISM & HOSPITALITY MANAGEMENT)										NCQF LEVEL	7		
FIELD	BUSINESS, COMMERCE AND MANAGEMENT STUDIES				SUB-FIELD	TOURISM & HOSPITALITY MANAGEMENT				CREDIT VALUE	485			
New Qualification					√		Review of Existing Qualification							
SUB-FRAMEWORK		General Education					TVET					Higher Education		√
QUALIFICATION TYPE		Certificate	I	II	III	IV	V	Diploma	Bachelor	√				
		Bachelor Honours		Post Graduate Certificate			Post Graduate Diploma							
		Masters			Doctorate/ PhD									
1.0 RATIONALE AND PURPOSE OF THE QUALIFICATION														
<p>1.1 RATIONALE:</p> <p>Botswana's continued dependence on the mining sector has generally been declared unsustainable. In light of this, there have been calls to find ways of diversifying the country's economy away from the mineral sector. To this end, the National Vision 2036 has identified the Tourism sector as one of the major contributors to economic growth, diversification and job creation. In addition, the Human Resource Development Council (HRDC) Report of 2016 identified Tourism and Hospitality related professionals among the top occupations with the highest demand in the country (HRDC, 2016). The responsibility of training personnel with the right skills set to perform within this sector falls well within the purview of Education and Training Providers (ETPs). Neatly tied to this is the advocacy by the Botswana Education and Training Sector Strategic Plan (ETSSP (2015-2020) for efforts to achieve a knowledge-based economy. In the wake of these demands, the development of a BBA Tourism and Hospitality Management qualification becomes a very critical exercise whose ultimate object is to address the needs of the tourism and hospitality industry as well as to contribute towards the realization of a knowledge-based economy as articulated in the ETSSP (2015-2020).</p>														

1.2 PURPOSE:

The purpose of this qualification is to produce graduates with requisite and specialized skills, knowledge and competencies required to drive change and innovation in the tourism and hospitality industry. To achieve this, the qualification aims to produce graduates:

- with specialized knowledge of the tourism and hospitality industry
- who are able to apply appropriate methods and techniques to communicate effectively with guests, colleagues and others
- with the requisite skills and competencies to manage the highly competitive tourism and hospitality business environment and operations
- with the appropriate research skills required to solve problems in tourism and hospitality management
- with entrepreneurial and creative skills and competencies required in the tourism and hospitality industry.

2.0 ENTRY REQUIREMENTS (including access and inclusion)

2.1.1 The minimum entry requirement to this qualification is Certificate IV (NCQF level 4) or Botswana General Certificate of Secondary Education (BGCSE) or Equivalent.

2.2.2 There is provision for Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT)

SECTION B	
3.0 QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
3.1 Demonstrate specialized knowledge of the concepts and principles of tourism and hospitality.	<p>3.1.1. Apply specialized concepts, principles and processes underpinning the tourism and hospitality field.</p> <p>3.1.2. Undertake specialized processes and procedures applicable to the tourism and hospitality field.</p>
3.2 Apply appropriate and advanced methods and techniques to communicate effectively with guests, colleagues and others at the workplace	<p>3.2.1. Use advanced verbal and non-verbal communication appropriate to the audience.</p> <p>3.2.2. Use specialized skills to prepare reports, memos and other written documents within the workplace</p> <p>3.2.3. Use advanced skills to develop specialized communication processes at the workplace</p> <p>3.2.4. Demonstrate advanced interpretation skills in understanding specialized communication in the workplace.</p>
3.3 Demonstrate advanced capability to work in teams and appreciate complex group and culture dynamics at the workplace.	<p>3.3.1 Work with people from diverse social, cultural and ethnic backgrounds and with varying abilities and needs.</p> <p>3.3.2 Coordinate actions and tasks to support and promote work outputs.</p> <p>3.3.3 Solve complex problems and manage conflicts at the workplace.</p>
3.4 Employ the requisite specialized skills to manage the dynamic and highly competitive tourism and hospitality business environment.	<p>3.4.1. Perform management functions specific to the line of operations.</p> <p>3.4.2. Promote effective partnerships between the tourism and hospitality business and relevant stakeholders.</p>

	3.4.3. Monitor and evaluate plans and activities to achieve organizational goals.
3.5 Conduct advanced research to solve complex problems in tourism and hospitality management.	<p>3.5.1. Use specialized skills to identify a relevant research problem or opportunity in the organization and business environment.</p> <p>3.5.2. Successfully manage an appropriate research process to address the identified research problem or opportunity.</p>
3.7 Generate and undertake complex entrepreneurial activities appropriate to the tourism and hospitality industry.	<p>3.7.1 Identify potential entrepreneurial ideas/gaps within the organization and business environment.</p> <p>3.7.2 Evaluate the feasibility of the identified entrepreneurial ideas/gaps.</p> <p>3.7.3 Develop business plans for the entrepreneurial ideas/gaps.</p>
3.8 Demonstrate considerable responsibility and accountability at the workplace.	<p>3.8.1 Take responsibility and accountability as individuals for their work outputs.</p> <p>3.8.2 Accept responsibility and be accountable for the output of colleagues in work teams.</p>

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SECTION C		4.1 QUALIFICATION STRUCTURE			
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [5]	Level [6]	Level [7]	
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	Introduction to Accounting	10			10
	Introduction to Information Systems	10			10
	Basic Microeconomics	10			10
	Basic Macroeconomics	10			10
	Principles of Management	10			10
	Principles of Marketing	10			10
	Introduction to Statistics	15			15
	Principles of Tourism	10			10
	Fundamentals of the Hospitality Industry	10			10
CORE COMPONENT Subjects/Courses / Modules/Units	Tour Operations Management		10		10
	Food and Beverage Operations II		10		10
	Housekeeping Operations		10		10
	Research Methods		10		10
	Tourism in Botswana		10		10
	Foundations of Business Law		10		10
	Communication and Academic Literacy Skills		10		10
	Communication and Academic Literacy		10		10
	Food and Beverage Operations		10		10
	Event and Conference Management		10		10
	Tourism Planning and Policy		10		10
	Front Office Operations		10		10
	Tourist Behaviour		10		10
	Food and Beverage Control			10	10
	Corporate Social Responsibility in Hospitality and Tourism			10	10
	Tourism and Hospitality Sales and Marketing			10	10
	Safari & Camp Management			10	10
	Strategic Tourism and Hospitality Management			10	10
	Research Project			20	20
	Industrial Training			60	60
ELECTIVE/ OPTIONAL COMPONENT	Contemporary Cuisine			10	10
	Pro-Poor Tourism			10	10

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Subjects/Courses / Modules/Units NB: Choose 13 Modules from the Electives	Food Safety			10	10
	Natural Resources Management and Economics			10	10
	Heritage Interpretation			10	10
	Loss Prevention Management			10	10
	Housekeeping Management			10	10
	Front Office Management			10	10
	Tourism in Southern Africa: Cases and Issues			10	10
	Services Marketing Theory and Practice			10	10
	Business Ethics			10	10
	Managing Growing Enterprises			10	10
	Ethics in Accounting			10	10
	Tour Guiding			10	10
	Gastronomy			10	10
	Fast Food Operation and Management			10	10
	Food and Beverage Management			10	10
	Hotel Sales and Guest Relations			10	10
	Hospitality Management			10	10
	Hospitality Facilities Planning and Design			10	10
	Cultural Tourism			10	10
	Sustainable Nature-Based Tourism			10	10
	Environmental Policy Analysis			10	10
	Tourism and Development			10	10
	Contemporary Issues in Tourism			10	10
	Destination Management			10	10
	Management of National Parks, Reserves and Sanctuaries			10	10
	International Tourism			10	10

4.2 SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
5	95
6	130
7	260
TOTAL CREDITS	485
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
The qualification is comprised of three (3) components:	
1. Fundamental component	95 / 485
2. Core Component	260 / 485
3. Elective/Optional	130 / 485

5.0 ASSESSMENT ARRANGEMENTS

The qualification shall entail two key assessments, namely, formative and summative assessments. The formative assessment shall ordinarily carry more weight than the summative assessment. Assessments shall be carried out by assessors registered and accredited by BQA.

All the assessments, formative and summative, leading/contributing to the award of credits or a qualification should be based on learning outcomes and/or sub-outcomes.

6.0 MODERATION ARRANGEMENTS

- All assessments shall be subjected to both internal and external moderation processes
- All moderations exercises shall be undertaken in accordance with both institutional and national policies
- All moderation exercises shall be undertaken by BQA accredited moderators

7.0 RECOGNITION OF PRIOR LEARNING (if applicable)

- There shall be provision for Recognition of Prior Learning (RPL) for the award of the qualification.
- This shall be done in line with the institutional policy and National RPL Policy

8.0 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

8.1 Learning Pathways

8.1.1 Horizontal Articulation

Graduates of this qualification may consider pursuing related or cognate qualifications at NCQF Level 7.

- Bachelor of Business Administration in Tourism Management
- Bachelor of Commerce in Hospitality Management

8.1.2 Vertical Articulation

Graduates may progress to qualifications in NCQF Level 8 such as:

Postgraduate Diploma in Heritage and Tourism Studies
 Postgraduate Diploma in Hospitality management
 Postgraduate Diploma in Recreation and Tourism
 Bachelor of Commerce Honours in Tourism Management
 Bachelor of Arts Honours in Tourism Development
 Bachelor of Arts Honours in Recreation and Tourism

8.2 Employment Pathways

Graduate will have the requisite competencies and attributes to work as:

- Hotel General Manager
- Food and Beverage Supervisor/Manager
- Front Office Supervisor/Manager
- Restaurant Supervisor/Manager
- Housekeeper
- Reservationist
- Entrepreneur
- Research Assistant
- Travel Consultant
- Tour Operator/Guide
- Destination Manager
- Tour Manager
- Tourism Marketing Executives
- Tour Planners
- Wildlife Officer/Rangers
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9.0 QUALIFICATION AWARD AND CERTIFICATION

9.1 Minimum standards of achievement for the award of the qualification

To be awarded a Bachelor of Business Administration Degree in Tourism & Hospitality Management, a candidate is required to have accumulated a minimum of 486 credits.

9.2 Certification

On successful attainment of the qualification, a candidate shall be issued with a certificate and a transcript by the relevant institution.

10.0 REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification has been benchmarked with the following qualifications

1. Bachelor of Commerce in Tourism and Hospitality Management (Management College of Southern Africa)
2. Bachelor of Business Administration in Tourism and Hospitality (La Trobe University)

It was observed that the Bachelor of Business Administration (Tourism and Hospitality Management) is comparable to a large extent and articulates horizontally with the Bachelor of Business (Tourism and Hospitality) and the Bachelor of Business Administration (Tourism and Hospitality Management)

REVIEW PERIOD

The qualification shall be reviewed after every 5 years.