

QUALIFICATION SPECIFICATION						
SECTION A						
QUALIFICATION DEVELOPER		Institute of Development Management				
TITLE	Bachelor of Business Administration in Hospitality and Tourism Management				NCQF LEVEL	7
FIELD	Services		SUB-FIELD		Hospitality	
New qualification		✓	Review of existing qualification			
SUB-FRAMEWORK	General Education			TVET		Higher Education
QUALIFICATION TYPE	Certificate			Diploma		Bachelor
	Bachelor Honours			Master		Doctor
CREDIT VALUE					498	
<p>1. RATIONALE AND PURPOSE OF THE QUALIFICATION</p> <p>Rationale:</p> <p>A country with a highly skilled and productive labour force will attract more investment (National Development Plan 11). This is part of the Botswana government's efforts of creating a "Knowledge-based economy", this assertion is evidently acknowledged by the recent Botswana Multi-Topic Household Survey (BMTHS 2015/16). The BMTHS 2015/16 highlights the fact that Botswana is experiencing a high unemployment rate amongst people under the age of 30.</p> <p>The World Travel and Tourism Council (WTTC) indicated that the global tourism industry created 313 million jobs (World Travel and Tourism Organisation, 2018). Furthermore, the report highlights that the tourism industry indirectly and directly accounted for more than 10.4% of the world's Gross Domestic Product (GDP).</p> <p>Currently tourism is amongst the top sectors accelerating intra-regional investments within the SADC region. (Regional Indicative Strategic Development Plan, 2001). These efforts by the SADC region are evidently aligned towards making tourism one of the key contributors to the region's economy (the SADC bloc is well rich when it comes to natural and wildlife resources)</p> <p>Currently, the Government of Botswana is promoting tourism as part of its economic diversification. Moody's-one of the world's top credit rating firms in its 2014 outlook report on Botswana attests that</p>						

indeed the country's economy is "heavily reliant on mineral exploration - diamond mining" (Business Monitor International Research , 2018).

In the year 1998, research showed that 'the greatest shortage of qualified Batswana in the industry was in the professional, technical and senior management levels of the tourism industry. The industry is still very dependent on expatriates in middle and senior positions (Botswana Tourism Board, 1998).

It is worth noting that in 2009, the deficit improved, yet citizen participation in the industry remains a shortage of Batswana, those who possess the relevant qualifications and experience to function at managerial levels (Botswana Tourism Board, 2009).

The Botswana Tourism Organisation in its training analysis survey in 2009 showed that employees in Botswana's hospitality industry had poor skills, disappointing work ethics, negative customer-client attitudes, poorly trained frontline employees with little professional educational backgrounds (Botswana Tourism Board, 2009). Furthermore, The Botswana Tourism Board revealed that the employees who participated in the Needs Analysis survey lacked the appreciation of service quality, resulting in poor service delivery as well as the inability to uphold standards prescribed by the Botswana Tourism Organisation.

In the year 2017, tourism directly contributed up to 3.8% of Botswana's total GDP which translated to (USD 687.5 million) making it BWP 7,129.6 million and directly providing 26, 000 jobs ,accounting for 2.6% of total national employment (World Travel and Tourism Organisation , 2018).

According to the National Human Resource Development Plan to 2028, (NHRDP to 2028), the tourism industry offers numerous opportunities within its value and supply chain, this creates an opportunity for high quality service provision as well as employment opportunities to the lower skilled societal groups.

Under the NHRDP projections, the projected demand of hotel and restaurant managers for the year 2020 to 2024, stands at 399, expected to complete post graduate degrees in hospitality and tourism management. Since tourism is deemed as a strategic growth area which needs managers (page 19 NHRDP to 2028).

The National Development Plan 11 further highlights:

“...that the main assumptions for key sectors that have the highest impact in driving domestic economic growth that includes: Mining; Construction; Trade, **Hotels and Restaurants**; Finance, Insurance and Business Services; Transport and Communications; Social and Personal Services; and Manufacturing” (p.70)

The Vision 2036 further states:

“The Botswana society of 2036 will be significantly different from that of today and will be more integrated into the global economy. We will position ourselves to be relevant and competitive.” (p. 5)

In view of the foregoing, emphasis is in developing a qualification that is aligned to the needs of the economy. Therefore, the Bachelor of Business Administration in Hospitality and Tourism Management qualification will be aligned to the needs of the economy hence fulfilling the different ideologies and values influencing the direction of economic policies and how to best make use of the country's scarce resources.

Furthermore, the concluded stakeholder engagement in 2018 comprising industry practitioners, regulators, and the private sector revealed that the industry is relevant as the government and the business community has embarked on a diversification drive to move the economy away from mineral exploration.

Purpose:

The purpose of this qualification is to produce graduates who will be able to:

- Demonstrate knowledge and skill to operate any Hospitality business establishment as per the set industry regulations and ethics.
- Apply technical specialized skills to manage all key organizational resources.
- Demonstrate acceptable leadership competencies within the hospitality industry.

2. ENTRY QUALIFICATIONS AND REQUIREMENTS

The minimum entry requirement into the qualification shall be:

2.1.1 Certificate IV (NCQF Level 4) or equivalent,

2.1.2 Learners who do not meet the minimum qualification requirements may be considered through Recognition of Prior Learning (RPL) Policies.

3. GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
3.1 Demonstrate knowledge and skill to operate any Hospitality business establishment as per the set industry regulations and ethics.	3.1.1 Demonstrate the required managerial and technical skills in any Hospitality and Tourism based operation. 3.1.2 Develop operational policies and procedures required by the Hospitality industry. 3.1.3 Demonstrate knowledge towards the adherence of statutory legal requirements. 3.1.4 Apply culinary skills in line with industry changing trends.
3.2 Apply technical specialized skills to manage all key organisational resources.	3.2.1 Demonstrate knowledge on contemporary strategies for resource management. 3.2.2 Design effective operational enterprise risk management tools and techniques relevant to the Hospitality industry. 3.2.3 Demonstrate knowledge towards the industry specific technology-driven communication strategies.
3.3 Establish a viable business within the Hospitality industry.	3.3.1 Demonstrate the required competencies towards registering any business within the industry. 3.3.2 Develop a feasible business and marketing plan in line with any business aspiration. 3.3.3 Demonstrate skills towards solution oriented product development in line with economic diversification.
3.4 Demonstrate suitable leadership competencies within the hospitality industry.	3.3.4 Collaborate with key stakeholders within the industry. 3.3.5 Adapt and implement change towards contemporary issues & opportunities within the industry. 3.3.6 Demonstrate agility towards the dynamic and complex needs of the industry.

4. QUALIFICATION COMPOSITION AND RULES			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Communication & Academic Writing Skills	6	12
	Professional Communication	6	12
	Accounting	6	10
	Principles of Management	6	12
	Statistics for Business	6	12
	Principles of Human Resource Management	6	12
	Principles of Marketing	6	12
	Research Methods	6	15
	Principles of Supply Chain Management	6	12
	International Business Relations	6	12
	International Computer Driving License	5	20
	Entrepreneurship & Innovation	6	10
	Fundamentals of Venture Creation	7	10
	Sustainable Development in Tourism	6	10
CORE COMPONENT Subjects / Units / Modules /Courses	Introduction to Hotel Management	7	10
	Fundamentals of Service Quality	7	10
	Tourism Culture Management	7	10
	Principles of Tourism	7	10
	Mass Catering Management	6	15
	Nutrition & Menu Planning	6	10
	Introduction to Culinary Arts	6	10
	Front Office Management	7	10
	Food Production	6	10
	Beverage Operations	7	10
	Tourism Sales & Marketing	7	10
	Housekeeping Operations	7	10
	Research Project	7	40

	Travel Agency Operations	7	10
	Eco Tourism	7	10
	Confectionery Fundamentals	7	10
	Strategic Tourism Management	7	12
	Tourism Economics	7	12
	Practicum	7	43
	Food Safety & Hygiene Management	6	15
	Food & Beverage Cost Control	6	10
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Specialization Streams – Choose any 2		
	Pastry Operations	7	20
	Specialized Beverage Operations	7	20
	Hot Kitchen Operations	7	20

Rules of combinations, Credit distribution (where applicable):

Rules of combination

MANDATORY COMPONENTS : 191 CREDITS

CORE COMPONENTS : 267 CREDITS

ELECTIVE COMPONENTS : 40 CREDITS

Total credits : **498**

Summary of Credits

Level	Credits	Fundamentals	Core	Elective
4	N/A	-		-
5	20	1	-	-
6	161	12	2	-
7	317	1	20	2
Totals	498	14	22	2

This Qualification is worth 498 credits.

Fundamental modules are worth 191 credits.

Core modules are worth 267 credits.
Electives modules are worth 40 credits
Core & Fundamental Models are all mandatory. 2 Electives to be selected out of 3.

5. ASSESSMENT ARRANGEMENTS

- Assessors should be registered as assessors with the BQA, in accordance with the policies and procedures defined by the BQA.

FORMATIVE ASSESSMENT

This assessment will contribute 60%

a. SUMMATIVE ASSESSMENT

This assessment will contribute a 40%

6. MODERATION ARRANGEMENTS

INTERNAL AND EXTERNAL MODERATION REQUIREMENTS

- Internal moderation and external moderation are conducted according to established National and institutional guidelines.
- The Moderator should be accredited with Botswana Qualification Authority.

7. RECOGNITION OF PRIOR LEARNING (if applicable)

There is provision for award of the qualification through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer.

8. PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

LEARNING PATHWAYS

Horizontal Articulation

- Bachelor of Business Administration – Hospitality

- Bachelor of Tourism Management
- Bachelor of Science in International Hospitality and Tourism Management
- Bachelor of Science in Strategic Event Management and Tourism Management
- Bachelor of Science in Tourism Marketing Management

Vertical Articulation

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- Bachelor of Business Administration (Honors) in Hospitality Management
- Bachelor of Tourism Management (Honors)
- Bachelor of Science in International Hospitality and Tourism Management (Honors)
- Bachelor of Science in Strategic Event Management and Tourism Management (Honors)
- Bachelor of Science in Tourism Marketing Management (Honors)

Employment Pathways

On successful completion of this qualification the holder may work as one of the following:

- Front Office Manager
- Food and Beverage Manager
- Operations Manager
- Executive Housekeeper
- Resort Manager
- Lodge Manager
- Hotel Manager
- Entrepreneur
- Hospitality & Tourism Consultant

9. QUALIFICATION AWARD AND CERTIFICATION

- To be awarded the Bachelor of Business Administration in Hospitality and Tourism Management, learners must achieve a total of 498 credits from all core compulsory, fundamental and elective components of this qualification.
- A certificate and official transcript will be issued at award.

10. REGIONAL AND INTERNATIONAL COMPARABILITY

Regional Comparison

At regional level, this qualifications was in its design compared with the following:

PROGRAMME	SCOPE	LEVEL	DURATION OF COURSE
Cape Peninsula University of Technology	Bachelor of Arts in Hospitality Management	7	4years (Industry attachment included)
University of Pretoria	Bachelor of Science in Hospitality Management	7	4yearsIndustry (Industry attachment included)
University of Pretoria	Bachelor BTEC Heritage Cultural and Tourism	7	3years (Industry attachment included)

In a comparison using the features identified, it was concluded that this qualification compares favorably with the qualification in terms of these features and of the skills that the qualifying learner will acquire upon completion.

International Comparison

PROGRAMME	SCOPE	LEVEL	DURATION OF COURSE
Florida State University (USA)	Bachelor of Arts in Hospitality Management		4years(attachment included)
Boston University (USA)	Degree in Hospitality Management		4years(attachment included)
International Institute of Hotel Management (India)	Degree in Hospitality Management		3years(attachment included)
Symbiosis School of Culinary Arts (India)	BSc Culinary Arts		4years(attachment included)

In a comparison using the features identified, it was concluded that this qualification compares favourably with the international qualification in terms of the skills that the qualifying learner will acquire upon completion.

11. REVIEW PERIOD

The qualification will be reviewed every five (5) years.