QUALIFICATION SPECIFICATION SECTION A							
QUALIFICATION DEVELOPER	Limkokwing University of Creative Technology						
TITLE	Bachelor of Business in Hospitality Management			**NCQF level**			7
FIELD	Business, Commerce and Management		**SUB-FIELD**	Hospitality Management			
New qualification		✓	Review of existing qualification				
SUB-FRAMEWORK	General Education		TVET			Higher Education	✓
QUALIFICATION TYPE	Certificate		Diploma			Bachelor	✓
	Bachelor Honours		Master			Doctor	
CREDIT VALUE					**520**		

1.0 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. In this era of unpredictable economic environments there is need for Botswana to shift overdependence upon minerals as the main engine of economic growth. Indeed the Government of Botswana has embarked on an economic diversification drive. 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. For tourism to contribute meaningfully to the economy, 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 skills and interpersonal skills, who have the ability to pay attention to detail, who have team work skills and good personal grooming.

Because travelers sometimes experience unexpected problems and demand unexpected requirements, the hospitality industry also requires workers who have creative problem solving skills as well as a thorough knowledge of local resources and attractions. The industry attracts clients from diverse cultural backgrounds. This necessitates the need for employees with high levels of cultural awareness

One of the problems faced by the hospitality industry, especially the high-end market, is shortage of staff. The industry needs service and management members of staff who are appropriately skilled and experienced. 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).

The above has created a need for this qualification in Hospitality Management. This qualification aims to provide professional for the hospitality industry. The proposed qualification will equip students with complex skills required in the operation of hospitality establishments catering for a domestic and international domestic market. Hospitality management is very critical in supporting tourism.

According to (Obrien, 2012) training is critical as the industry is now faced with a shortage of well-trained personnel to meet current demand, 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). Hospitality training is very important in any nation as Ong (2010) states that one of the challenges faced by the hospitality industry is shortage of workers, increasing demand from customers to improve current service standards and pressure from governments to increase work productivity levels. The hospitality industry manpower shortage is affecting the provision of higher-end 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 (Indaba Lodge Gaborone, Aquarian Tide Hotel, Lansmore Masa Square Hotel and Town Lodge Gaborone) 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.

Thus, this qualification in hospitality management is essential in providing the hospitality sector of the economy in Botswana with the required skills and knowledge for business growth.

1.2 **Purpose**

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

- Solve environmental, economic, technological and social problems in the daily running of hospitality businesses.
- Initiate, organize and control all aspects of the hospitality business enterprise.
- Coordinate human resources in a hospitality establishment.
- Apply good work habits and display positive attitudes.
- Make sound judgment and decision through critical thinking and analysis.

2.0 ENTRY REQUIREMENTS (including access and inclusion)

2.1   Entry Requirements:

- Minimum entry Requirement is Certificate IV (NCQF Level 4) or equivalent.

2.1.2 Recognition of Prior Learning (RPL)

RPL will be used to admit students who attained competencies and skills through experience from both the formal and informal sector. The applicants will be accessed based on institutional policies which are in line with national policies on RPL.

3.0 QUALIFICATION SECTION B	SPECIFICATION
GRADUATE PROFILE (LEARNING OUTCOMES)	**ASSESSMENT CRITERIA**
3.1 Demonstrate specialized knowledge and skills of hospitality theories and principles to boost hospitality operations working environment.	3.1.1 Operate front office booking systems to grow an establishment's clientele base. 3.1.2 Appropriately use data storage methods for the safe keeping of information for future use and forecasting. 3.1.3 Design ways for cost centres to support an establishment to develop and grow. 3.1.4 Adhere to appropriate housekeeping processes for a hospitality establishment. 3.1.5 Set-up suitable food and beverage practices to attract and maintain customers.
3.2 Plan, coordinate and manage units in a hospitality operation's context in a team	3.2.1 Distribute human resources appropriately as per rota system, and management of such for the smooth running of an establishment. 3.2.2 Adhere to industry established procedures for effective hiring and orientation of personnel. 3.2.3 Prepare timely budgets with the help of all departments and sections of the establishment. 3.2.4 Allocate sufficient financial input to all departments according to worked on budgets. 3.2.5 Map out all organizational activities and responsibilities with all departments and sections of the hotel. 3.2.6 Sketch out necessary contingency plans for

	all departments and sections.
3.3 Supervise and manage tasks effectively and be customer oriented.	3.3.1 Allocate duties to departmental or section staff to ensure customer satisfaction. 3.3.2 Effectively communicate with senior and junior staff to satisfy customer needs. 3.3.3 Liaise with all departmental or section heads of a hospitality establishment to ensure customer needs are met. 3.3.4 Analyse client's different needs and preferences for adoption of the best option to such. 3.3.5 Adhere to code of ethics when working with anyone in a group regardless of gender, creed, ethnic background or status to ensure impartiality and best customer experience.
3.4 Operate front office's IT systems in the hospitality industry to maximize revenue and customer experience.	3.4.1 to Apply the ratios and formulas managers use for forecast room availability. 3.4.2 Employ revenue management booking 3.4.3 sytems and practice how to 3.4.4 maximize revenue by using forecast information in capacity management, discount allocation, and duration control. 3.4.5 Receive guest in a friendly manner and assist them to check in, check out and during occupancy. 3.4.6 Mann telephone and take booking reservations paying attention to guest requirements. 3.4.7 Use front office equipment correctly. 3.4.8 Prepare an error free guest's bill.

3.5 Use housekeeping operation techniques to improve guest experience.	3.5.1 Interact with other property units/departments for effective and efficient delivery of service.
	3.5.2 Manage and run areas of housekeeping in large and small properties.
	3.5.3 Develop business plans and mission statements for the department.
	3.5.4 Create yearly or periodic budgets for the housekeeping department.
	3.5.5 Monitor environmental issues including garbage, re-cycling disposal of hazardous materials.
3.6 Apply cost control techniques for hospitality operations.	3.6.1 Use correct standards for the control process to the production phase of food, beverages, housekeeping, engineering and other sections of a hospitality establishment.
	3.6.2 Monitor food, housekeeping, engineering and other operations comparing actual and standard cost comparisons.
	3.6.3 Maximize profits, practice engineering and various calculations in relation to sales.
	3.6.4 Make use of ratios and apply their importance to a hospitality operation.
	3.6.5 Calculate actual and standard cost for a hospitality operation manually and using a spreadsheet.
	3.6.6 Calculate and compare actual food and beverage costs to the budgeted costs and suggest plan of actions to address any variances.
	3.6.7 Use effective labor cost control systems to

		minimize cost of production.
3.7 Produce food production plans; prepare food items; garnish and display items for small and large volume food production.	3.7.1	Employ basic principles of food preparation and production.
	3.7.2	Apply basic scientific principles that govern food reactions and role of ingredients.
	3.7.3	Develop creative skills in recipe formulation and presentation.
	3.7.4	Develop judgmental skills through evaluation of products.
	3.7.5	Use acceptable methods for food preparation of selected food products.
	3.7.6	Plan and present food to increase sales.
	3.7.7	Comply with the safety procedures and guidelines of the hospitality industry.
	3.7.8	Use basic nutrition information to maintain the health of customers and prevent of diseases.
3.8 Categorise services provided in a lodging operation including events planning.	3.8.1	Demonstrate skills and processes of the service industry and events planning.
	3.8.2	Cater for event attendees' needs and wants.
	3.8.3	Manage event projects, source sponsors and create memorable events.
	3.8.4	Utilize key principles in measuring service quality.
	3.8.5	Analyse service experience from customer's perspective and generate recommendations for service managers.
	3.8.6	Apply principles of the service delivery process to improve customer

	satisfaction.
	3.8.7 Meet deadlines through working in a team.
3.9 Market Botswana's tourism destinations to ensure low volume and high returns.	3.9.1 to 3.9.2 Formulate hospitality marketing strategies attract the right kind of tourists. 3.9.2 Develop hospitality marketing planning processes to boast tourism arrivals. 3.9.3 Analyze hospitality marketing problems and suggest effective marketing strategies. 3.9.4 Prepare persuasive, well organized oral and written hospitality marketing reports to target audience. 3.9.5 Identify and make use of trends to guide marketing and sales in the hospitality industry. 3.9.6 Identify and use factors affecting the buyer-seller relationship in the industry to eliminate threats. 3.9.7 Effectively market the establishment, local area, nation and region accordingly. 3.9.8 Apply negotiation skills with domestic, regional and international clients to secure business, increase tourists arrivals and government revenue. 3.9.9 Identify the needs and wants of the customers so as meet their expectations. 3.9.10 Attract environmentally-conscious travelers for the sustainable use of the Botswana tourism product.

3.10 Develop strategies for cultural tolerance in hospitality activities	3.10.1 Identify the different cultures in the hospitality scenarios to improve tolerance, acceptance and increase sales.
	3.10.2 Employ effective service strategies in dealing with cultural diversity issues in the hospitality workplace.
3.11 Provide effective leadership to enhance productivity.	3.11.1 Utilize effective leadership styles to guide operations of an establishment.
	3.11.2 Employ effective strategies in leading teams for productivity.
	3.11.3 Manage teams by enabling them to conduct their duties and tasks effectively.
3.12 Apply appropriate oral, written and electronic communication strategies in all hospitality operations for effective communication.	3.12.1 Appropriately communicate through writing, electronic form and face-to-face to various stakeholders in meetings and negotiation tables for effective transmission of information.
	3.12.2 Conduct effective presentations for various purposes to stakeholders.
	3.12.3 Respond in written, spoken or visual messages in a manner that ensures effective professional communication
	3.12.4 Use effective communication in marketing the establishment to boast sales.
3.13 Adhere to professional and ethical standards of the hospitality industry.	3.13.1 Adhere to professional and ethical standards of the hospitality industry to guide operation.
	3.13.2 Use professional and ethical guidelines to anticipate and solve complex and unpredictable problems.
	3.13.3 Respect diverse opinions, values, belief

	systems and contributions of others for fair contribution of information and ideas to an establishment. 3.13.4 Manage the use of time and other resources to complete projects. 3.13.5 Mentor employees to maintain professionalism and ethically acceptable behavior.		

4.0 QUALIFICATION STRUCTURE SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	**Title**	**NCQF Level**	**Credits**
	Cultural Diversity	7	13
	Introduction to Hospitality Management	6	10
	Food & Beverage Service	7	13
	Culinary Arts 1	7	15
	Culinary Arts 2	7	15
	Housekeeping Operations	6	10
	Menu Planning & Design	6	10
	Gaming & Casino Management	6	10
	Hospitality Sales & Marketing	7	13
	Food & Beverage Cost Controls	7	13
	Hospitality Labour Relations	7	13
	Rooms Division Management	6	10
	Food & Beverage Management	6	10
	Front Office Operations	6	10
	Banqueting & Catering Management	7	13
	Marketing Management for the Service Industry	7	13
	Hospitality Information Systems	7	13
	Industrial attachment	7	40
	Events Management	6	10

	Front Office Management	7	13
	Revenue Management	7	13
CORE COMPONENT Subjects / Units / Modules /Courses	Creative and Innovation Studies	5	10
	Introduction to Business Management	5	10
	Introduction to Computer Skills	5	10
	Communication & Study Skills	5	10
	Financial Management for Decision Making	7	13
	Consumer Behavior	6	10
	Strategic Management	7	13
	Introduction to Tourism Management	6	10
	Hospitality Law	7	13
	Professional Development	7	13
	Principles of Accounting	7	13
	Principles of Marketing	5	10
	Business Communication	6	10
	English for Academic Purpose	6	10
	Intercultural Communication	6	10
	International Business	6	10
	Entrepreneurship	7	13
	Human Resource Management	7	13
ELECTIVE COMPONENT Subjects / Units /	Hospitality Operations & Supply Chain Management	7	13
	International Hospitality and Resort Operation		
	Innovation in Hospitality Operations	7	13
	Leadership Skills for Hospitality Professionals		
	Contemporary Issues in Hospitality	7	13
	Community Development in Hospitality Management		
	Total		520

4.0 RULES OF COMBINATIONS, CREDIT DISTRIBUTION(WHERE APPLICABLE):

Rules:

This Level 7 qualification in hospitality management is made up of modules from Level 5 which has a maximum of 50, level 6 has 160 credits and Level 7 with 310 credits.

Modules	Credits
Level 5	50
Level 6	160
Level 7	271
Electives (6)	39
Total	**520**

- Students have to choose three elective modules worth 39 credits to have the 520 credits.
- Students will be awarded this qualification after attaining the 520 credits.

5.0 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, tests, assignments, demonstrations and simulations among others and final examination for summative assessment.

The weighting for the modules should be as follows:

Coursework	Weighting
Summative	50%
Formative	50%
Total	**100**

5.2   MODERATION

There will be internal and external moderation undertaken by moderators accredited by BQA. All processes and procedures will be in line with NCQF requirements. This will be conducted in reference to the institution's moderation policy and procedures.

6.0   RECOGNITION OF PRIOR LEARNING (if applicable)

The qualification can be awarded through the RPL, supported by institutional policies and in line with the RPL national policy in such a way that:

- There will be provision for award of the qualification through recognition of prior learning in line with national and institutional policies.

7.0   PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

7.1 Horizontal Articulation

- Bachelors in Tourism Management
- Bachelors in Event Management
- Bachelor of Business in Entrepreneurship
- Bachelor of Science in Culinary Arts

7.2 Vertical Articulation

- Bachelor of Business Honours (Tourism Management)
- Bachelor of Business Honours (Hospitality Management
- Bachelor of Business Honours (Event Management)
- Bachelor of Business Honours (Entrepreneurship)

7.3 Employment Pathway

Below are possible jobs or employment the holder of this qualification can take up:

- Restaurant manager
- Food & Beverage manager
- Marketing executive
- Training manager
- Guest Relations Manager
- Front Office Manager
- Executive Housekeeper
- Hotel Manager

8.0   QUALIFICATION AWARD AND CERTIFICATION

To qualify for qualification award and certification in Bachelor of Business in Hospitality Management, a student must:

- Attain a minimum of 520 credits overall.

- There will be provision for awarding the qualification through RPL and CAT which will be in line with national RPL policy.

- There will be issuance of the certificate and transcript at award of the qualification.

9.0   REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification complies with the generally accepted format the qualification. It consists of a theoretical component and a compulsory research component designed to develop research techniques, methods and report writing. The content of the theoretical component is consistent with that in respected international qualifications in Hospitality Management.

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT, DUBAI BBA (Hons) in International Hospitality Management	PLYMOUTH UNIVERSITY, ENGLAND BSc (Hons) in Hospitality Management	TAYLOR'S UNIVERSITY, MALAYSIA Bachelor in International Hospitality Management	NAMIBIA UNIVERSITY OF SCIENCE & TECHNOLOGY Bachelor of Hospitality Management
Year 1	**Year 1**	**Year 1 Semester 1**	**Year 1 Semester 1**
Introduction to Hospitality and Events Management	Special Interest Tourism in Action	Business of Tourism & Hospitality	Food Production Theory
			Food Production Practical
Professional Food Preparation	Food Safety for the Hospitality Industry	English for Hospitality & Tourism	Introduction to Hospitality and Tourism Industry
English Composition	Introduction to	Kitchen Operations I	Food and Beverage

and Rhetoric	Sustainable Hospitality Management		Service 1
Food and Beverage Business	Facilities and Resource Management	Food & Beverage Operations I	Language in Practice
Food and Beverage Service	Hospitality Operations	Beverage Studies	Rooms Division Operations 1
	Career Investment Programme 1	Food Science & Sanitation	**Electives** Basic German 1A Basic French 1A Basic Portuguese 1A Spanish 1A
Semester 2	**Optional**	**Semester 2**	**Semester 2**
Hospitality Accounting	• English for Academic Purposes	Principles of Accounting	English in Practice
Front Office Operations	• French 1	Kitchen Operations II	Computer User Skills
Housekeeping Operations	• French 2 • French 3 • French Advanced 1	Food & Beverage Operations II	Introduction to Hospitality and Tourism Accounting
Leadership	• German 1	Accommodation Operations	Computer User Skills
Introduction to Marketing	• German 2 • Cruise and Maritime Operations	Mata Pelajaran Umum (MPU) (i.e. General Studies) 1	Rooms Division Operations 2
	• Mandarin 1 • Spanish 1	Business Communication	Basic Mathematics
	• Spanish 2		Basic Science
	• Spanish 3 • Spanish Advanced 1		Food and Beverage Service 2
Semester 3	**Year 2**	**Semester 3**	**Semester 3**
Management Accounting	Food and Drink Management	Quantitative Methods	Hospitality and Tourism Law
Business Information Systems	Contemporary Food Concerns	Tourism Information Systems & E-Commerce	Hospitality and Tourism Marketing
Cultural Diversity	Contemporary Business	Principles of Marketing	Principles of Microeconomics

	Management for Hospitality Organisations		
Principles of Economics	Tourism, Hospitality and Events Research Methods	Sales & Customer Relations Management Accommodation Management	Human Resources Management in Hospitality and Tourism
Foreign Languange	Business Development & Revenue Management	Food & Beverage Management	English for Academic Purposes
	Career Investment Programme 2	Meetings, Incentives, Conventions & Exhibitions (MICE) Management	Information Competence
		Mata Pelajaran Umum (MPU) (i.e. General Studies) 2	**Electives** Basic German 2A Basic French 2A Basic Portuguese 2A Spanish 2A
Semester 4	**Optional**	**Semester 4**	**Semester 4**
Internship	• English for Academic Purposes • French 1 • French 2 • French 3 • French Advanced 1 • French Advanced 2 • French Advanced 3 • French Advanced 4 • German 1 • German 2 • Cruise Operations and Passenger Services	Tourism & Hospitality Law	Events Management
		Research Methodology	Basic Hotel Information Systems
		Basic French I	Tourism Entrepreneurship
		Convention & Banquet Sales	Customer Service in the Hospitality
		Organisational Behaviour & Practices	Work Integrated Learning 1
		Integrated Marketing Communication	
		Management Accounting	
		Internship I *March intake is after Semester 4 August intake is after Semester 3*	

	• Mandarin 1 • Spanish 1 • Spanish 2 • Spanish 3 • Spanish Advanced 1 • Spanish Advanced 2 • Spanish Advanced 3 • Spanish Advanced 4		
Semester 5	**Year 3**	**Semester 5**	**Semester 5**
Entrepreneurship & Innovation	**Optional** Work Placement Year	Hospitality Human Resources Management	Cost and Management Accounting for Hospitality and Tourism
Business Ethics		Tourism Economics	Food and Beverage Management
Revenue Management	**Year 3/4**	Revenue Management	Rooms Division Management
Statistics	Honours Project	Intermediate French II	Professional Writing
Organisational Behaviour	Managing Service Innovation	Entrepreneurship for Hospitality	Safety, Security and First Aid
	Business Strategy for Tourism and Hospitality	Elective I Mata Pelajaran Umum (MPU) (i.e. General Studies) 3 Mata Pelajaran Umum (MPU) (i.e. General Studies) 4	Contemporary Issues
			Hospitality and Tourism Management
Semester 6 (To choose any 6 modules - Electives)	Hospitality Dynamics	**Semester 6**	**Semester 6**
Consumer Behaviour; Social Media Mgt; Quality Mgt; Cruise Mgt; Entrepreneurship & Innovation; Food Mgt & Media;	Hospitality Dynamics	Management	Work Integrated Learning 2
	• English for Global Communication • International Business	Dissertation	
		Financial Management	**Semester 7**
		Hospitality Simulation	Research

Principles of Internal Control; Club & Resort Mgt; Diving Tourism Mgt; Spa & Wellness Mgt; Special Project; Business Law; Facilities and Installations Mgt; Sustainability in the Hospitality Mgt; Meetings, Incentives, Conventions & Exhibitions; Special Interest Tourism	Communication • Professional and Academic Communication • French 1 • French 2 • French 3 • French Advanced 1 • French Advanced 2 • French Advanced 3 • French Advanced 4		Methodology
Revenue Management	• German 1 • German 2 • Cruise Operations and Continuity Planning	Service Quality Management	Hospitality Operations Management
Hospitality Labour Relations		Hotel Planning & Design	Strategic Management in Hospitality and Tourism
Semester 7	• Leadership and Talent Management	Elective II • Oenology • Patisserie & Baking I • Recreational Management Application II: Integrated Resort Management	
Introduction to Finance	• Entrepreneurship		
Research Methods	• Mandarin 1		
Human Resources Management	• Spanish 1 • Spanish 2		
Legal Aspects of Hospitality Industry	• Spanish 3 • Spanish Advanced 1		
International Tourism Management	• Spanish Advanced 2		
	• Spanish Advanced 3	Internship II	
Semester 8	• Spanish Advanced 4		**Semester 8**
Strategic Information Technology			Financial Management for Hospitality and Tourism
Real Estate (Hotel) Finance			Developing and Managing Small Hospitality Property
Services Marketing			Strategic Marketing for Hospitality and

			Tourism	
Strategic Management			Hospitality Research Project	
Foreign Language				
Semester 9				
Dissertation				
Consultancy Project				

The qualification was benchmarked against four international qualifications: one from England, one from Dubai and another from Malaysia. It was also benchmarked against a regional qualification from Namibia. The four qualifications introduce students to general hospitality and the supporting industry aspects of tourism in the first year. The Namibian qualification was for a Bachelors Level qualification while the other three were for Honours. Most international institutions seem to offer only honours qualifications in hospitality management. Despite this the qualifications provided useful information for the development of this qualification. General business modules are also introduced in the first year such as; business management, accounting and marketing; although some qualifications use different names. An appreciation of computer skills is also done in the first year for the regional qualification. With the exception of Plymouth University all the other three qualifications carry a communication aspect in the first year. Languages are also part of the first year for all the four qualifications

The four qualifications carry most operational modules in the 2nd year such as; food and beverage service, food production, housekeeping, menu planning and design, front office, although some management modules are also introduced. The qualifications also carry management modules in the second year such as; food and drink management, business development & revenue management. All qualifications carry law and marketing modules with the exception of Plymouth University.

All the four qualifications carry events, revenue, food and beverage management, research and dissertation modules. The duration of two of the international qualifications is three years while the Dubai qualification is 3½years (however offered in 9 trimesters which can be converted to 9 semesters. The Namibian qualification is four years.

REVIEW PERIOD
Every five (5) years.
Other information – please add any supplementary information to help the application for this qualification for NCQF 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**	