

OUR VISION

To be the Premier Educator for Service Excellence

OUR MISSION

To inspire Passion for Service and Contribution to Society through Excellence in Continuous Education

OUR VALUES

Responsibility, Integrity, Passion and Excellence (RIPE)

OUR CULTURE

An Open and Conducive Learning Environment, With Mutual Respect and Professionalism to Build A High Performance Organization



CSM ACADEMY
INTERNATIONAL

COURSE MODULES & SYNOPSIS

INTRODUCTION IN HOSPITALITY AND TOURISM INDUSTRY

This module seeks to equip students with the basic knowledge of tourism theories. It explores major tourism concepts, what makes tourism possible, and how tourism can become an important factor in the wealth of any nation.

For tourism to be successful, a great variety of components must work together. Looking at the governmental and private sector organizations that provide services, products, and destinations for travellers. It discussed tourist organizations, passenger transportation, lodging and food service providers, travel agents, wholesalers and tourism attractions. It includes the learning about travel motivation and travel behaviour. It shows the understanding and the importance of tourism planning.

This unit also deals with the skills and knowledge required to access, increase and update knowledge of the hospitality industry including different industry sectors and relevant industry legislation. This knowledge underpins effective performance in all sectors and applies to all people working in the hospitality and tourism industry.

PRINCIPLES OF QUALITY SERVICE IN HOSPITALITY, FOOD & BEVERAGE INDUSTRY

In this module, students will learn the skills and knowledge required to manage customer service quality in the workplace within a hospitality and/or food & beverage context. It focuses on the need to develop pro-active approaches to service quality issues with some strategic focus. Managers and some supervisors would generally undertake this role and responsibility. This module should also be of help to executives and managers who want to implement a customer-focuses service strategy in any hospitality related organization that wants to compete successfully in today's customer-driven market.

PROFESSIONAL DEVELOPMENT FOR TOURISM & HOSPITALITY

This module seeks to equip students with the communication skills. It deals with the skills and knowledge required to manage business relationships with customers or suppliers within a tourism or hospitality context. It also aims to empower students to establish and communicate their credibility, personal and professional effectiveness through eloquent business correspondence. It focuses on the relationship building and negotiation skills required by specialised sales and marketing personnel and managers in the industry. It also deals with the skills and knowledge required by operators, supervisors and managers to prepare and produce a range of business documents in different tourism and hospitality workplaces and contexts. The unit focuses on the preparation of documents which may express complex ideas and required varying formats.

SALES & MARKETING IN THE TOURISM AND HOSPITALITY INDUSTRY

This module seeks to equip students with the basic knowledge of Sales, Marketing and Personal Selling. It also provides the students with the operations and marketing information essential to driving sales. The steps to successful selling are clearly outlined and real-life situations help students learn to achieve their goals in the hospitality industry. At same time, this unit also deals with the skills and knowledge required to promote products and services to customers. It relates to situations where the sales function is not the primary focus of work activity. It applies to those employees who deal with customers and whose job provides the opportunity to promote products and services and to ascertain changes in customer preferences, e.g. waiters, housekeepers, receptionists, etc.

INTERNSHIP / INDUSTRIAL ATTACHMENT (OVER THE PERIOD OF 6 MONTHS)

After 8-12 months of modules, engage in this 6-month internship where you will learn how to translate theory into practical. Gain real world experience and increase your marketability with this course by CSM Academy International. Network with other professionals in the same field over 6 months of on job training so you are better equipped for the ever-changing landscape of the hospitality and tourism industry.

FOOD & BEVERAGE OPERATIONS

This module seeks to equip the students to recognize the various types of food products available on the market, its uses and storage. Some of the aspects discussed are the different food types, menus and service styles. It also looks at the importance of correct food handling procedures and personal hygiene. This module also gives an introduction to beverage service. It looks at the history and characteristics of the various types of alcoholic and non-alcoholic beverages. It also looks at the various service styles available, the use of common bar equipment and tools and finally the procedures to mix and serve the different types of beverages. In addition, it looks at stock control issues associated with the hospitality industry. Student will gain practical experience in our training facilities.

FOOD HYGIENE AND SAFETY

This module seeks to equip students with the essential knowledge that food handlers must be aware of and need for good safety practices. Maintaining high standards of hygiene in food preparation and service is a major responsibility of the food service provider. This workshop provides participants with crucial knowledge needed to practise high standards of hygiene and sanitation in purchasing, storage, preparation and service of food and beverages, to ensure the health and safety of its customers. Students will also learn to develop their own Food Safety Plan in this comprehensive course which provides practical knowledge on legislation on food preparation and staff responsibilities.

FRONT OFFICE OPERATIONS

This module seeks to equip students with the fundamental knowledge of Front Office, basic problems of Front Office and key principles of Front Office. It brings the students to think like hoteliers in the hospitality industry.

Furthermore, it also emphasise on the key principles of reservations, reception & cashiering, yield management etc to show them how to use these concepts in the hospitality career. As a result, they become well prepared for the more detailed and complex analysis in later front office courses.

HOUSEKEEPING OPERATIONS

This unit deals with the skills and knowledge required to provide a range of general housekeeping services to guests. It also deals with the skills and knowledge required by housekeeping attendants to prepare rooms for guests in a commercial accommodation establishment. It deals with the skills and knowledge required to work in an on-premises' laundry in a commercial accommodation establishment. It deals with the skills and knowledge required to provide specialist valet/butler services in a commercial accommodation establishment. This role would generally be undertaken by experienced staff members with sound organisational and interpersonal skills. It also deals with the skills and knowledge required to receive and store stock in a range of tourism and hospitality enterprises. It deals with the skills and knowledge required to control and order stock in a range of tourism and hospitality enterprises. This role is generally carried out by supervisors and team leaders. It deals with the skills and knowledge required to follow key hygiene procedures which apply in hospitality and tourism enterprises.

CSM Academy International Pte. Ltd.

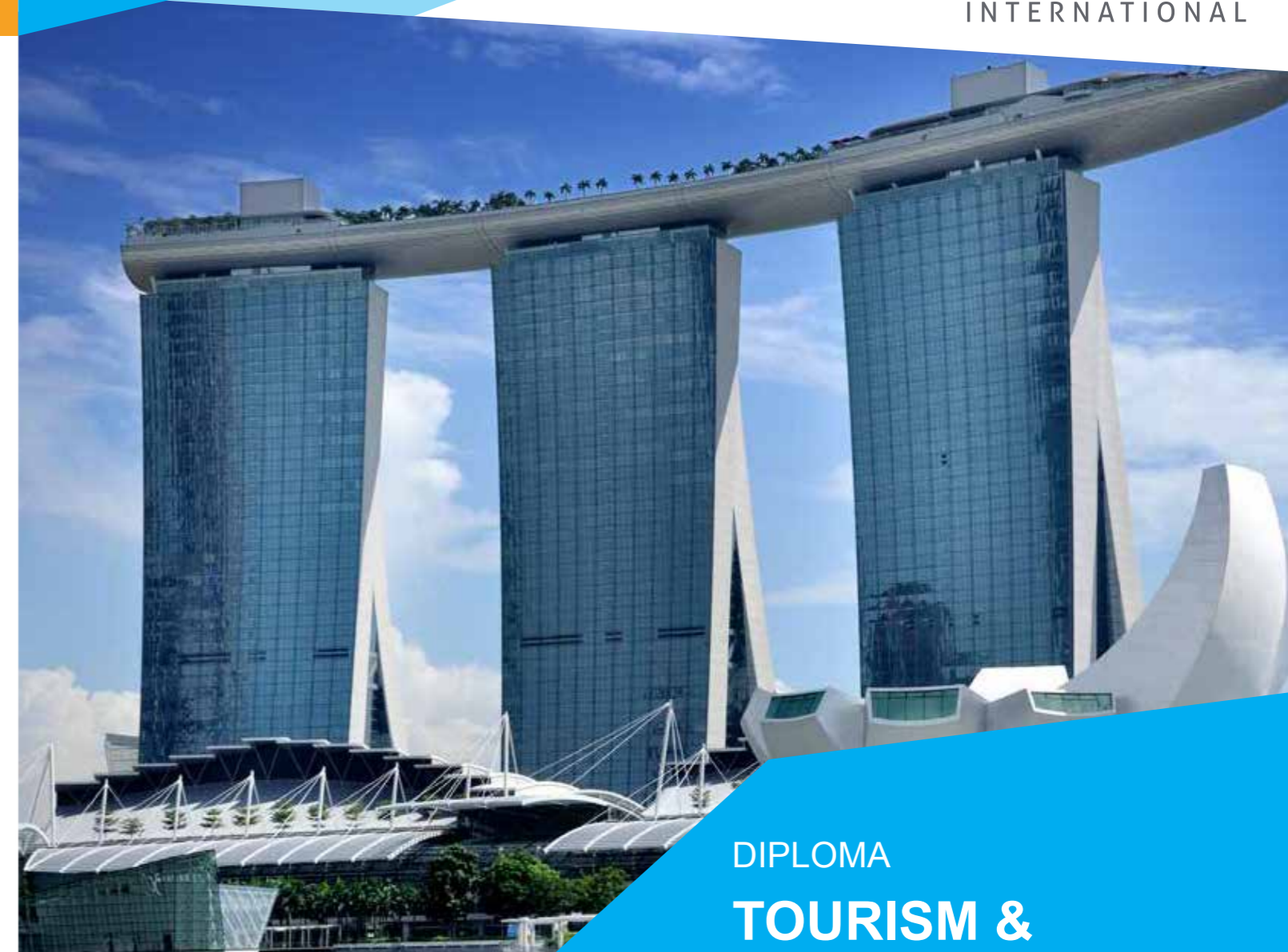
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DIPLOMA

**TOURISM &
HOSPITALITY
MANAGEMENT**

**BEHIND
EVERY HAPPY GUEST**

IS AN EXPERIENCE WORTH REMEMBERING



Cert No. : EDU-2-2105
Validity: 31-08-2021 to 30-08-2025

ERF Registration No. 200505735M
ERF Validity: 20/05/2018 - 19/5/2022

www.csmacademy.edu.sg

DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT



INTRODUCTION

The current globalization enhanced by rapid advancements in Technologies - enabling easier reach of overseas destinations with lower price - results in the overall increase of The Diploma in Tourism and Hospitality Management program was developed based on the result of an informal market survey undertaken by the CSM Academy International to provide local and international students with the necessary academic knowledge of subjects in Tourism and Hospitality Management so that they are able to embark on a career in Tourism and Hospitality Industry.

Successful completion of the Diploma in Tourism and Hospitality Management leads to an Advanced Diploma in Tourism and Hospitality Management to further acquire the knowledge and skills for specific roles in Tourism and Hospitality.

ABOUT CSM ACADEMY

CSM Academy was established since 2005 as a Private Education Institute to deliver Service Management programmes with a major focus on healthcare services education. It delivers multi-level courses ranging from Certification and Diplomas to Bachelor's and Master's Degrees. Other than healthcare, CSM Academy also provides educational courses across a wide range of other disciplines including biomedical research, digital media, and hospitality & tourism.

CSM Academy emphasises skills competency, applied workplace knowledge and service excellence, developing several of their own intellectual property programmes in Aged Care, Therapy Services and Biomedical Science, all designed to help students make a positive impact in the lives of someone else.

CSM Academy is equipped with laboratory facilities and an elder care home to facilitate holistic curriculum for our healthcare students. Our Biomedical Laboratory is well-equipped to prepare students with the necessary skills to plan and perform their research projects and be aware of good laboratory practice and health and safety.

CSM believes Life Skills is essential to meet the challenges of everyday life. To cope with the increasing pace and change of modern life, we offer healthcare courses which provides the necessary skills education not just workplace but home life.



COURSE DURATION

Full time: 8 months (3-hour lessons/day, 5 days/week)
Part time: 12 months (3-hour lessons/day, 3 days/week)

DELIVERY MODE

The course is delivered face-to-face in classroom mode.

COURSE COMMENCEMENT

January, April, July, October

- A minimum number of 15 students for the commencement of the class.
- Students will be informed 2 weeks before the commencement of the class.

ASSESSMENT METHODOLOGY

Assignments, assessment tasks and report

Note:

- In case of failure of a module, student is allowed to take up to 1 supplementary assessment with payment of the appropriate fee. Modules are independent of each other.

GRADUATION REQUIREMENTS AND AWARDS

To graduate, a student must pass all the modules end examinations and complete **6-month industrial attachment** in order to be awarded the Diploma or Advanced Diploma in Tourism and Hospitality Management conferred by CSM Academy International.

CAREER OPPORTUNITY

Employment opportunities include variety of posts in a range of hotels, resorts, tour agencies and eco-tourism sites.

COURSE DEVELOPER AND AWARDING BODY

CSM Academy International, Singapore

ENTRY REQUIREMENT

For Diploma:

- GCE A-level with at least 3 passes of equivalent or GCE O-level holder with a Minimum age of 30 at the point of application and 8 years of working experience

English requirement:

- GCE A-level Pass in English or equivalent

FEES

Application Fee (Non-Refundable and non-transferrable):

For local students: S\$50.00 (before GST)*
(*Refer to Singaporean/PRs/Employment Pass/Dependant Pass holders)

For international students: S\$600 (before GST)

Course Fee:

For local students: S\$8,800 for Diploma or Advanced Diploma (before GST)

For international students: S\$10,000 or Diploma or Advanced Diploma (before GST)

Insurance Fees:

Fee Protection Scheme**: Subject to prevailing market rate
Medical Insurance Fee***: Subject to prevailing market rate

**The Fee Protection Scheme (FPS) serves to protect students' paid fees.

***It is compulsory for all local and international students to purchase medical insurance which is valid throughout their course of studies with the CSM Academy International. Local students (Singaporeans, PRs & Non-student's Pass holders) may opt-out for this scheme if they can provide the proof of adequate medical insurance coverage in Singapore.

Miscellaneous Fees:

Please ask for a copy from our Programme Executives.