



SAIGON BUSINESS SCHOOL

A member of EQuest Education Group

Hospitality Management Program – HNC Level 4

This program description aims to provide relevant information about academic studies at SBS.

Being the Global Hub of Education in Vietnam, SBS goal is to present the new generation of industry-oriented business schools in Vietnam. SBS offers practical programs with strong industry engagement through project-based learning, industry mentorship, and on-the-job training. The program positions itself as a hub of global education in Vietnam, providing numerous opportunities for students to transfer to top universities worldwide.

With close-knit contact with experts in the industry, our school is passionate to deliver world-class hospitality training for our students. Not only in-depth knowledge but also professional attitudes, students who complete the program are well-equipped to join the international academia and workforce.

Mrs. **Nguyen** Thi Truc Dao Chloé, MSc.
Head of Hospitality Management

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1. Curriculum

	Code	Module	Credits	Hours
Term 1 (4 months)	HM4CI101	The Contemporary Hospitality Industry	15	60
	HM4CE101	Managing Customer Experience	15	60
	HM4SH101	Sustainable Hospitality Practice	15	60
	HM4BT101	The Hospitality Business Toolkit	15	60

	Code	Module	Credits	Hours
Term 2 (4 months)	HM4LD101	Leadership and Management for Hospitality (Pearson-set)	15	60
	HM4MA101	Managing Accommodation Services	15	60
	HM4FB101	Managing F&B Operations	15	60
	HM4WE101	Work Experience	15	60

* 1 credit equals 10 hours

* 15 credits =150 hours with 60 guided learning hours (GLH) on campus, 90 hours of pre-work, homework and projects.

* The program structure is subjected to change under certain circumstances.

2. Module Descriptions

HM4CI101 The Contemporary Hospitality Industry

The aim of this unit is to provide students with knowledge and understanding of the hospitality industry. Gaining insight into how hospitality organizations function within the wider business environment.

Learning Outcomes

1. Examine the current structure, scope, and size off the hospitality industry
2. Explore current and anticipated skills requirements in the hospitality industry
3. Review the internal and external factors that impact the hospitality industry
4. Analyze the current and potential trends and developments affecting the hospitality industry

HM4CE101 Managing Customer Experience

The aim of this unit is to provide students with background knowledge and understanding of how hospitality businesses manage the customer experience from the initial needs analysis through to after sales follow-up.

Learning Outcomes

1. Explain the needs and expectations of market segments for the service industry
2. Explore the customer experience map to create business opportunity and optimize customer touch points
3. Investigate the impacts of digital technology in customer relationship management
4. Apply effective customer experience management within a service sector business to maximize customer engagement.

HM4SH101 Sustainable Hospitality Practice

The importance of sustainability in the hospitality industry cannot be overstated. As our world grapples with climate change and resource depletion, the industry's ecological footprint has come under scrutiny. The rapid expansion of hotels and resorts, coupled with the resource-intensive nature of the industry, has led to environmental degradation, such as water wastage, energy consumption and waste generation. Sustainable hospitality practices offer a way to mitigate these impacts, providing a responsible and ethical approach to tourism.

The overall aim of this unit is to introduce students to the essential principles of sustainability in hospitality, which organisations are increasingly making a priority as part of their environmental strategy. Students will consider the impact of sustainable business on communities, and the steps necessary to develop sustainability strategies within organisations. They will also have the opportunity to investigate in more detail the role of sustainability practitioners, who are responsible for leading projects, and to work closely with a variety of stakeholders and partners. On successful completion of this unit, students will be able to understand economic theories on sustainable development in organisations and make use of different tools available to identify sustainable themes/partners for developing relevant strategies. Students will be equipped with the knowledge and skills required to progress into roles in the sector and/or higher levels of study.

Learning Outcomes

1. Explain the impact of sustainability principles for hospitality organisations
2. Discuss the characteristics of sustainability and corporate social responsibility

3. Identify operational risks and benefits of sustainability in the hospitality industry
4. Present a business case for adopting sustainable hospitality practices to meet business objectives.

HM4BT101 The Hospitality Business Toolkit

This unit is designed to provide students with key skills for becoming competent managers in a hospitality environment. Allowing them to understand key principles with regard to key performance indicators both financial and non-financial.

This unit aims to give students the opportunity to develop their business acumen, covering a number of different business activities applied within the hospitality industry context. These include forecasting and budgeting, interpreting financial statements, recruitment and retention of staff, effective communication and dealing with legislation and regulation.

Learning Outcomes

1. Investigate how to manage finance and record transactions to minimise costs responsibly within the hospitality sector
2. Assess how to manage the Human Resources (HR) life cycle within the context of HR strategy
3. Illustrate the potential impact of the legal and ethical considerations on a hospitality business
4. Explain the importance of coordinating and integrating various functions of departments within the hospitality sector.

HM4LD101 Leadership and Management for Hospitality (Pearson-set)

This unit also enables students to gain understanding of leadership and management principles, and to review their potential for a career in management in the service sector. After exploring organisational structures and cultures they will learn classical management theories and leadership styles and how these are applied to managing commercial organisations.

Tutors will choose a topic based on a theme and selection of topics provided by Pearson (this will change annually). The unit will enable students to explore and examine a relevant and current topical aspect of leadership and management in the context of the service sector environment.

Learning Outcomes

1. Review classical management theories and leadership styles
2. Explore the factors that influence different management styles and structures in a service industry context
3. Assess current and future management and leadership skills for the service sector
4. Demonstrate management and leadership skills in a service industry context.

HM4MA101 Managing Accommodation Services

The sector is an integral part of the hospitality industry and this unit will provide students with a comprehensive understanding of the diverse accommodation services available to guests. Students will gain an overview of accommodation services, the different forms of ownership and classification systems. The functions of the front office will be introduced and they will explore the role the front office plays within accommodation services. The importance of housekeeping management will also be assessed along with the facilities and security functions of accommodation services.

Learning Outcomes

1. Explain the types of accommodation services available within the hospitality industry
2. Discuss the role of the Front Office department within accommodation services
3. Assess the contribution of the Housekeeping department to providing effective accommodation services
4. Explore the role facilities and security plays within accommodation services.

HM4FB101 Managing Food and Beverage Operations

The aim of this unit is to provide students with background and operational knowledge of the food and beverage industry. Students will examine the different kinds of businesses found within the hospitality sector and the standards associated with them.

Learning Outcomes

1. Explore the food and beverage industry including different styles of food and beverage service outlets, rating systems and current industry trends
2. Demonstrate professional food and beverage service standards in a real working environment
3. Compare the ways that different food and beverage operations use technology to improve operational efficiency
4. Analyse customer motivations and behaviour and how food service outlets use this information to maximise business success.

HM4WE101 Work Experience

This unit aims to enable students to develop personal and professional skills by engaging in practical tasks and activities for positions in Front-of-House operation. It is designed to facilitate supervised learning in a workplace that can be fit around full-time student commitments and enables both an employer as well as an academic supervisor to monitor and support students through a goal-orientated process. The minimum work experience hours required for completion is 80 hours.

Learning Outcomes

1. Investigate the value and benefits of practical work experience for career and personal development
2. Plan suitable and relevant work experience in an appropriate service sector organisation
3. Undertake appropriate work experience to develop professional skills and competences

4. Evaluate personal skills and competences developed during practical work experiences.

3. Academic Assessment

The criteria for each unit have been defined according to a framework to ensure that standards are consistent in the qualification and across the suite as a whole. The way in which individual units are written provides a balance of assessment of understanding, practical skills and vocational attributes appropriate to the purpose of the qualifications.

The assessment criteria for a unit are hierarchical and holistic. For example, if an M criterion requires the student to show ‘analysis’ and the related P criterion requires the student to ‘explain’, then to satisfy the M criterion a student will need to cover both ‘explain’ and ‘analyse’.

When a student has completed all the assessment for a unit then the assessment team will give a grade for the unit. This is given simply according to the highest level for which the student is judged to have met all the criteria. Therefore:

- **To achieve a Pass**, a student must have satisfied all the Pass criteria for the learning outcomes, showing coverage of the unit content and therefore attainment at Level 4 or 5 of the national framework.
- **To achieve a Merit**, a student must have satisfied all the Merit criteria (and therefore the Pass criteria) through high performance in each learning outcome.
- **To achieve a Distinction**, a student must have satisfied all the Distinction criteria (and therefore the Pass and Merit criteria), and these define outstanding performance across the unit as a whole.

The award of a Pass is a defined level of performance and cannot be given solely on the basis of a student completing assignments. Students who do not satisfy the Pass criteria should be reported as Unclassified.

Example of a grading criteria:

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Examine the current structure, scope and size of the hospitality industry		D1 Analyse how global growth, franchising and licensing developments have contributed to the economic worth of the hospitality industry
P1 Explore the different types of business within the hospitality industry and the diverse products and services they offer P2 Examine a range of operational and functional departments within a chosen hospitality business P3 Discuss the contribution of the hospitality industry to local, national and international economies	M1 Review the interrelationships of the operational and functional units within a chosen hospitality business M2 Assess how the use of franchising and licensing agreements has influenced the global development of the hospitality industry	
LO2 Explore current and anticipated skills requirements in the hospitality industry		D2 Analyse the impact that skills gaps have on hospitality businesses and make valid solutions for addressing these skills gaps
P4 Investigate a range of different operational roles within the hospitality industry P5 Examine the skills required for roles within the hospitality industry and current skills shortages	M3 Review the skills gaps within the hospitality industry in relation to a range of different operational roles	

4. Examination Procedures and Referrals

Referral

Students can refer for failed modules only once. Students who are not successful after two examination attempts at a module will be deemed a fail. The referral options for a student are decided by the exam board and are binding.

Late submission / No-show

Late submissions and/or No-Show for any sort of examination and assessment is not accepted during the 1st and 2nd year of the Programme. We are expecting every student to fully engage to the programme, undertake the examinations and respect deadlines of the planned academic submissions.

In case of illness on the examination or assessment day, the student may present a medical certificate to be able to sit, during the next few days, for the exam with no consequence.

Results/ Transcripts

Students will be provided with a Transcript. Students will also be provided with the referral schedule (when relevant) via email. All students should receive their results before the start of the following term at the latest, provided that all payments have been settled. It is imperative that students confirm their mailing address prior to leaving the school. If a student does not receive their results during this time period, it is their responsibility to contact the Academic Office for details.

Absence Policy Assessments

Absence from any examination (continuous assessment, midterm or final) will result in a zero mark. Students unable to sit an exam on the given date must apply in writing to their Programme Head with the supporting evidence (Medical Certificate).

5. Academic Discipline

Plagiarism

Authenticity of student work

An Assessor must assess only student work that is authentic, i.e. the student's own independent work. Students must authenticate the evidence that they provide for assessment through signing a declaration stating that it is their own work. A student declaration must state that:

- Evidence submitted for the assignment is the student's own
- The student understands that false declaration is a form of malpractice.

Collusion

Where there is a requirement for the submitted work to be solely that of an individual student, collaboration is not permitted. Students who improperly work together in these circumstances and/or who permit the copying of their work by others are guilty of collusion.

Procurement

If the student has engaged a third party to significantly or partially create a piece of work on their behalf with the intention of submitting this as their own piece of work, then an academic offence has been committed. Third party engagement can take the form of paid or unpaid work.

During the semester, random students will be selected from a module and asked to defend their work to a committee in order to verify originality. Additionally, if there are doubts about the originality of a student's work, students will be asked to defend their work orally before the final grade is awarded. If the student is not able to demonstrate knowledge of their work, it will be considered as an academic offence. This will result in a Z grade being given.

Students are permitted to get their academic work edited by a third party, however the original working document (any notes, the receipt from the editing company and/or any correspondence relating to the involvement of a third party), must be kept on hand until the final grade has been issued following the official publication of grades post Assessment/ Examination Board.

Invention of Data (Fabrication)

Invention of data occurs where a student effectively misrepresents data (through fabrication or falsification) to make it appear that the data has been derived by appropriate measurement in the field, in the laboratory or other setting.

Thus, the reader is deceived with regard to the true information and the researcher may use the invented data to substantiate a favoured hypothesis. This is regarded as deception and is a very serious academic offence.

6. Attendance Policy

In order to ensure engagement with the set Learning Outcomes, a responsible attendance record is required from students. Lecturers and other sanctioned staff members take attendance at the start of every lecture, tutorial, workshop, excursion or any other related activities where students' presence is required (hereafter collectively referred to as classes). Students that are not present on time, properly groomed and/or adequately prepared for class will be marked absent for the relevant hour(s).

The school does not count, approve or give excuses for illness, interviews, family circumstances or any other matters that prevent students from going to class. Students may be absent for a maximum of 20% class hours per module per semester. Once the student exceeds the maximum of absence in a module, he/she will be automatically deregistered and withdrawn.

7. Internship

Expectations of Behavior

As part of their academic studies, we expect all our students to 'go the extra mile' during their internships and show the employer that they uphold the standards of excellence of each school.

All our students are encouraged to follow at school and on internship:

- Mindful of safety and security
- Responsible, accountable, and reliable
- Self-responsible, accountable, and reliable
- Respectful of self, others, and one's surroundings

- Participating and engaged
- Curious, open-minded, and innovative

Internship opportunities

Positions in Front-of-House operation:

- Front-of-House positions:
- Host/Hostess
- Wait Staff
- Bartender
- Concierge
- Front Desk
- Event
- Fitness and Recreation

SBS