

**THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT**

In academic association with Ecole hôtelière de Lausanne



**PROFILE STATEMENTS MAPPED TO LEARNING
OUTCOMES**

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BSc Hons. In International Hospitality Management Profile Statements Mapped to Course Learning Outcomes

1st Profile Statement

Quickly progress to managerial positions within hotel operations, or the following specific functional areas; Finance, Human Resource Management, Information Technology, Research and Development, Marketing.

Course	Learning Outcome	Description / Statement
ACNT 201		
Management Accounting		
	LO.2.	Understand the format of basic Profit and Loss and Balance Sheets to aid decision making in a hospitality context.
	LO.3.	Explain the purpose, principles and processes underpinning a Budgetary Control System in a hospitality context.
	LO.4.	Produce Operating, Cash and Master Budgets in a hospitality context from given data.
	LO.6.	Understand the function and behavior of costs in a hospitality context in respect of calculating Break/Even and setting prices on a cost basis.
Comp 102		
Business Information Systems		
	LO 2.	Demonstrate knowledge of basic spreadsheet modeling techniques for data analysis in marketing and finance.
	LO 3.	Demonstrate ability to use solver tools in spreadsheets for constrained optimisation problems
	LO 4.	Demonstrate capacity to utilise project management tools in project planning
CULN 101		
PROFESSIONAL FOOD PREPARATION		
	LO 4.	Prepare and cook a variety of gastronomic dishes, using different cooking methods

MNGT 303		
HUMAN RESOURCE MANAGEMENT		
	LO 2.	Formulate a recruitment and retention policy based on the strategic intent of a company
	LO 3.	Employ selection methods and design and conduct a competency based interview
	LO 4.	Conduct and evaluate performance appraisal interviews
MRKT 101		
Marketing		
	LO.5.	Understand the basic characteristics of consumer and business buying behaviour in hospitality and tourism
	LO.6.	Apply market segmentation, targeting and positioning techniques, creating competitive advantage
	LO.9	Understand pricing strategies and contrast different approaches
	LO. 10.	Understand the use of distribution channels, traditional marketing intermediaries, personal sales or direct and online marketing
RDMG 202		
ROOM DIVISION MANAGEMENT		
	LO 3.	Describe the principles, methodology and practices of yield and revenue management in the hospitality industry.
	LO 5.	Recognize the use of forecasting and overbooking in reference to room availability by applying the ratios and formulas managers use to forecast room availability.
RDOP 101		
HOUSEKEEPING OPERATIONS		
	LO 2.	Explain the organization structure within the housekeeping department and to list the responsibilities of an executive housekeeper, supervisor and rest of housekeeping employees. Highlight job specifications of the various positions within the department, highlighting the importance and need of team working amongst employees and management. Managing housekeeping personnel and all explain the human resources practices needed.

	LO 4.	Identify the skills needed and manage effectively the departmental budget, inventory, material classification and any related pre-opening operations
	LO 5.	Explain the importance of cleanliness and hygiene and identify the guestroom layouts, status codes and the standard contents of a guestroom
	LO 6.	Understand the process of cleaning the different types of guest rooms and public areas
	LO 8.	Understand the crucial meaning of safety and security, list possible hazards for housekeeping employees and identify ways of preventing pests into the hotels by the use of pest control and proper waste disposal
RDOP 102		
FRONT OFFICE OPERATIONS		
	LO.4	List the functions, responsibilities and the job descriptions of the Front Office personnel including management and craft level employees as well as adequate staffing levels.
	LO 5.	Explain the role of the Front Office in establishing and maintaining effective communications with other departments and the role of TQM and identify the importance of guest services to the whole operation and guest experience
	LO 6.	Explain the importance of guest profiles and guest reservations for a hotel unit. Identify and differentiate between the various modes of receiving guest reservations at a hotel and their handling by the front office department
	LO 7.	Explain the guest registration procedure (check – in) and with the use of a property management system, list the registration process
	LO 8.	List the procedures for processing guest charges and payments (check – out) including city ledgers to accounts receivable

2nd Profile Statement

Research and analyse elements within the International Tourism Industry developing and communicating information to senior managers that is used for decision making.

Course	Learning Outcome	Description / Statement
BUS 101 TOURISM AND HOSPITALITY BUSINESS		
	LO 2.	Demonstrate awareness of the component parts of the Industry
	LO 3.	State the purpose and activates of various sectors of the industry
ECON 302 TOURISM ECONOMICS		
	LO 2.	Understand the macro economic flows of tourism
	LO 4.	Consider both the positive and negative impacts of tourism on an economy – social, cultural, environmental and economic.
LANG 102 BUSINESS COMMUNICATION		
	LO.5	Apply the appropriate style in managerial business writing
	LO.7	Create and deliver business presentations in both written and oral format
MNGT 301 SERVICE OPERATIONS MANAGEMENT		
	LO 2.	Investigate the transferability of the services operations concepts from the industrial sector to the services
	LO 3.	Summarize the main interconnections between organizational functions, operations, production and others by stressing the importance of management and the influence of external environments.
MRKT 101 MARKETING		
	LO.4.	Illustrate the importance of market research and marketing information systems to a market driven service organisation

	LO.5.	Understand the basic characteristics of consumer and business buying behaviour in hospitality and tourism
TOUR 310 INTERNATIONAL TOURISM MANAGEMENT		
	LO 1.	Understand and explain the tourism system, with its individual components using Leiper’s model of the tourism industry as an organising framework (Leiper 1990);
	LO 2.	Identify and describe the basic concepts of tourism demand and supply, and understand the tourism destination as a focal point of tourism activity
	LO 4.	Identify the components of a tourism destination and the factors that attract visitors to the destination
	LO 7.	Appreciate the complexity of tourism, the concept of sustainability and understand the process of tourism planning
DISS 490 DISSERTATION		
	LO.2	Demonstrate a sound appreciation of the factors affecting the selection of practical, feasible and worthy research topics in the hospitality and tourism industry.
	LO.3	Display a sound academic approach to locating, accessing, assessing, using and citing literature appropriate to the chosen research topic.
	LO.4	Plan the research in accordance with the principles of the scientific method.
	LO.5	Select a research method that is consistent with the aim of the research to be undertaken.
	LO.6	Design and implement an appropriate method to collect primary data.
	LO.7	Analyse, synthesise and draw conclusions based on the data.
	LO.8	Complete a written dissertation in accordance with the academic and scholarly guidelines provided

3rd Profile Statement

Critically apply the business disciplines of Marketing, Accounting, Economics, Statistics, Operations Management, Services Marketing, Law, Strategy and Real Estate Finance within a commercial enterprise.

Course	Learning Outcome	Description / Statement
COMP 301		
STRATEGIC HOSPITALITY I.T.		
	LO 1.	Identify the potential and limitations of Information System (IS) and Information Technology (IT)
	LO 4.	Identify emerging technologies and assess their potential in the hospitality industry.
	LO 5.	Evaluate the feasibility of IT projects and appraise their competitive potential
FINN 301		
FINANCIAL ACCOUNTING		
	LO.2.	Apply financial techniques to analyze financial performance
	LO.3.	Demonstrate the various techniques required to produce a financial feasibility study
	LO.4.	Identify and rationalize the importance of the essential factors used for financial planning and forecasting
FINN 401		
REAL ESTATE (HOTEL) FINANCE		
	LO 1.	Assess the financial feasibility of hospitality operations through the application of financial concepts.
	LO 2.	Evaluate the operational and financial consequences of the acquisition of capital assets.
	LO 3.	Justify the recommendations and decisions made in the financial feasibility study.
	LO 4.	Explain concisely the concepts underpinning the techniques of financial feasibility.
MINGT 301		
SERVICE OPERATIONS MANAGEMENT		
	LO 2.	Investigate the transferability of the services operations concepts from the industrial sector to the services.
	LO 3.	Summarize the main interconnections between organizational functions, operations, production and others by stressing the importance of management

		and the influence of external environments
	LO 4.	Demonstrate the use of services operations management techniques to real examples and exercises.
	LO 5.	Analyse service policies to understand their importance in gaining competitive advantage
	LO 6.	Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole.
MNGT 405		
HOSPITALITY AND TOURISM LAW		
	LO 3.	Understand the general application of tort and contract law in respect to the hospitality and tourism industries.
	LO 4.	Understand the legal issues relating to establishments that serve food and alcohol
	LO 5.	Understand the legal issues relating to specialized destinations (casinos, theme parks and spas).
	LO 6.	Recognize the potential hazards that could give rise to a negligent breach of duty within the hospitality industry
	LO 7.	Identify and present strategies to protect patrons and their property while minimizing a company's legal risk.
MNGT 402		
STRATEGIC MANAGEMENT		
	LO 1.	Summarize the importance of strategy and determine what makes (and keeps) companies competitive.
	LO 2.	Evaluate the relative competitive strengths of companies within an industry
	LO 4.	Examine the concept of the value chain and how this can shape the competitiveness of an organization.
	LO 6.	Evaluate the various internal and external environmental factors that have an influence on the strategies used by tourism and hospitality businesses
	LO 7.	Appraise how companies make choices among a variety of strategic options.

DISS 490		
DISSERTATION		
	LO.1	Integrate skills, knowledge and theory from a range of subjects and disciplines

4th Profile Statement

Independently and rigorously research business issues using an appropriate and justified research methodology to develop publications, business plans and reports.

Course	Learning Outcome	Description / Statement
COMP 301		
STRATEGIC HOSPITALITY I.T.		
	LO 2.	Examine current issues related to assessing and adapting IT.
	LO 4	Identify emerging technologies and assess their potential in the hospitality industry
	LO 5.	Evaluate the feasibility of IT projects and appraise their competitive potential
PROJ401		
CONSULTANCY PROJECT		
	LO1.	Demonstrate an advanced understanding of current research and scholarship on innovation and creativity within one or two specific clusters of the hospitality and tourism industries.
	LO3.	Effectively implement a designated research strategy, successfully gathering relevant information to operationalize the work plan
	LO4.	Evaluate the data, using appropriate academic concepts and frameworks, and use it to draw together alternatives for development plans and to produced a structured and detailed analysis in an operational context, using both primary and secondary information sources.
	LO5.	Produce a written consultancy report, using appropriate conventions, which satisfies the client's needs; reports appropriately for those needs; has clarity and is effective in presenting the outcomes of

		the project.
	LO7.	Use effective and appropriate communications techniques to present the outcomes of the consultancy project to client and faculty groups.
RESH 301 RESEARCH METHO9DS		
	LO.1	Develop an appropriate research question relevant to the hospitality / tourism context.
	LO.2	Be able to search the academic databases to retrieve existing literature on a particular research topic
	LO.3	Select and apply quantitative and qualitative methods to investigate a research question
	LO.4	Assess and apply principles, methods and techniques in the collection, processing and analysis of research data
	LO.5	Describe and apply principles to ensure that research is undertaken in an ethical manner
	LO.6	Critique and evaluate a research article based on the rigor of the research methods described
STAT 201 STATISTICS		
	LO 1.	Construct an appropriate evaluation question pertaining to a practical operational scenario.
	LO 2.	Differentiate between types of data (e.g. categorical and continuous data).
	LO 3.	Organize and analyze data in appropriate ways using descriptive statistics procedures including: graphical displays of univariate data; numerical description of central tendency, variability and position; exploration of bivariate data and categorical data; and to understand the probability associated with any normal probability distribution
	LO 4.	Describe and apply principles of the survey method.
	LO 5.	Use software to analyze and display data
DISS 490 DISSERTATION		
	LO.2	Demonstrate a sound appreciation of the factors affecting the selection of practical, feasible and worthy research topics in the hospitality and tourism industry.

	LO.3	Display a sound academic approach to locating, accessing, assessing, using and citing literature appropriate to the chosen research topic.
	LO.5	Select a research method that is consistent with the aim of the research to be undertaken
	LO.6	Design and implement an appropriate method to collect primary data
	LO.7	Analyse, synthesise and draw conclusions based on the data.

5th Profile Statement

Analyse the performance of a business against specified financial, social, environmental, marketing and operational criteria and make recommendations for improvements.

Course	Learning Outcome	Description / Statement
ACNT 201 MANAGEMENT ACCOUNTING		
	LO.4.	Produce Operating, Cash and Master Budgets in a hospitality context from given data.
	LO.5.	Produce a basic analysis on variances between budgeted and actual operating financial performance in a hospitality context from given data
MNGT 301 SERVICE OPERATIONS MANAGEMENT		
	LO 2.	Investigate the transferability of the services operations concepts from the industrial sector to the services.
	LO 3.	Summarize the main interconnections between organizational functions, operations, production and others by stressing the importance of management and the influence of external environments
	LO 5.	Analyse service policies to understand their importance in gaining competitive advantage
	LO 6.	Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole

MNGT 303		
HUMAN RESOURCE MANAGEMENT		
	LO 4.	Conduct and evaluate performance appraisal interviews.
	LO 5.	Analyse training policies based on organisation needs and evaluate approaches to training
	LO 6.	Evaluate how personality types, work behaviours, and job performance monitoring can be used to inform employee development.
MRKT 101		
MARKETING		
	LO.7.	Analyse service process design, new services development, branding and service quality
PROJ401		
CONSULTANCY PROJECT		
	LO4.	Evaluate the data, using appropriate academic concepts and frameworks, and use it to draw together alternatives for development plans and to produced a structured and detailed analysis in an operational context, using both primary and secondary information sources.
	LO6.	Suggest and justify tactics and develop cost effective action plans.
DISS 490		
DISSERTATION		
	LO.7	Analyse, synthesise and draw conclusions based on the data

6th Profile Statement

Manage culturally diverse employees and establish policies, systems and procedures that reflect best practice in the areas of Leadership, Human Resource Management, Marketing, Finance and Ethics.

Course	Learning Outcome	Description / Statement
COMP 301		
STRATEGIC I. T.		
	LO 1.	Identify the potential and limitations of Information System (IS) and Information Technology (IT).
	LO 4.	Identify emerging technologies and assess their potential in the hospitality industry
CULT 201		
CULTURAL DIVERSITY		
	LO.1	Explain various definitions and characteristics of culture
	LO.2	Demonstrate a basic understanding of Islam and Muslim life
	LO.3	Instruct others on a chosen culture topic using appropriate theory and refereed journal articles
	LO.4	Explain how social contact – an individual's communication and interactions in multicultural settings – is influenced by their cultural orientation.
	LO.5	Predict how National Culture and values influence social interaction in a multicultural workplace
	LO.6	Appreciate how organizational culture influences social interaction in a multicultural workplace.
	Lo.7	Explain how perceptions of culture influence customer satisfaction with service delivery.
	LO 8.	Examine a culture question by analyzing and discussing the data from a qualitative interview.
ETHS 301		
BUSINESS ETHICS		
	LO 3.	Demonstrate an ability to apply the theoretical background into real business cases and dilemmas
	LO 4.	Illustrate an ability to use ethics as a basis for decision making
	LO 5.	Recognize the different areas under the CSR umbrella
	LO 6.	Examine the significance of ethics in business, corporate culture and social responsibility
	LO 7.	Identify and defend a suitable theory for resolving a stated ethical dilemma

	LO 8.	Discuss the consequences of unethical and ethical business decisions
FINN 301		
FINANCIAL ACCOUNTING		
	LO.1.	Describe the role of the financial manager in the firm in maximizing value to owners.
	LO.2.	Apply financial techniques to analyze financial performance
	LO.4.	Identify and rationalize the importance of the essential factors used for financial planning and forecasting
MNGT 201		
ORGANISATIONAL BEHAVIOUR		
	LO 5.	Appreciate the study of human behaviour and its implications for the management of organizations and businesses
	LO 6.	Predict how groups and teams develop and function and their impact on performance
	LO 7.	Explain organisational structures and their impact on the process of organisational development
	LO 8.	Contrast different leadership styles and motivational techniques
MNGT 301		
SERVICE OPERATIONS MANAGEMENT		
	LO 5.	Analyse service policies to understand their importance in gaining competitive advantage.
	LO 6.	Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole.
MNGT 303		
HUMAN RESOURCE MANAGEMENT		
	LO 5.	Analyse training policies based on organisation needs and evaluate approaches to training
	LO 6.	Evaluate how personality types, work behaviours, and job performance monitoring can be used to inform employee development
	LO 8.	Discuss the ways companies attempt to select, train, compensate and reintegrate expatriate managers

	LO 9.	Compare and contrast UAE Labour Law and with other European Labour Laws
MNGT 101 LEADERSHIP		
	LO.4	Critically relate style approaches to leadership in the hotel industry (including Ohio, Michigan, Blake and Moutons etc)
	LO.5	Understand and be able to critically apply leading theories to the context of the hotel industry; including the following: situational, contingency, path goal, exchange, transformational and psychodynamic

7th Profile Statement

Communicate in at least one additional language to their native tongue.

N.B. All students are required to study and pass six credits in a language or languages for which they are non native speakers and which they have not studied at grades 11 and 12 of secondary school.

8th Profile Statement

Function as a well rounded business professional, ready and willing for the world of work with high levels of social competence and ethical and cultural awareness.

Course	Learning Outcome	Description / Statement
CULN 101 PROFESSIONAL FOOD PREPARATION		
	LO 1.	Demonstrate wide – ranging knowledge of issues relating to gastronomy
	LO 2.	Assess the impact of: agricultural, environmental and sociological influences on gastronomy
	LO 3.	Demonstrate an understanding of current trends and potential innovation, and their future effect
	LO 4.	Prepare and cook a variety of gastronomic dishes, using different cooking methods
CULT 201 CULTURAL DIVERSITY		

	LO.1	Explain various definitions and characteristics of culture
	LO.2	Demonstrate a basic understanding of Islam and Muslim life
	LO.3	Instruct others on a chosen culture topic using appropriate theory and refereed journal articles
ETHS 301 BUSINESS ETHICS		
	LO 1.	Demonstrate understanding of the ethical theories and definitions.
	LO 2.	Identify the advantages and disadvantages of the different ethical theories
	LO 4.	Illustrate an ability to use ethics as a basis for decision making
FABS 101 FOOD AND BEVERAGE SERVICE		
	LO 6.	Demonstrate knowledge of the different uses of food and beverages from satisfying physiological needs to satisfying social and psychological needs.
	LO 7.	Describe the general market for food and beverage by displaying an understanding of the recent performance of the local food and beverage industry.
	LO 8.	Display an understanding of different market levels, appropriate service environments, service levels, menus and pricing structures in relation to consumer needs
MNGT 405 HOSPITALITY AND TOURISM LAW		
	LO 3.	Understand the general application of tort and contract law in respect to the hospitality and tourism industries.
	LO 4.	Understand the legal issues relating to establishments that serve food and alcohol.
	LO 5.	Understand the legal issues relating to specialized destinations (casinos, theme parks and spas).
	LO 6.	Recognize the potential hazards that could give rise to a negligent breach of duty within the hospitality industry
PROJ401 CONSULTANCY PROJECT		

	LO2.	Develop and negotiate clear, practical and realistic terms of reference in response to client needs, which are then shown to be clearly achieved in the final report
	LO5.	Produce a written consultancy report, using appropriate conventions, which satisfies the client's needs; reports appropriately for those needs; has clarity and is effective in presenting the outcomes of the project.
	LO7.	Use effective and appropriate communications techniques to present the outcomes of the consultancy project to client and faculty groups.
DISS 490 DISSERTATION		
	LO.1	Integrate skills, knowledge and theory from a range of subjects and disciplines

N.B. The Emirates Academy of Hospitality Management insists that all students conform to a strict dress code. Students performance in the world of work is also assessed during their six month internship.

9th Profile Statement

Appreciate and be committed to on-going personal professional development, and the development of those subordinate to them.

Course	Learning Outcome	Description / Statement
COMP 301 STRATEGIC I. T.		
	LO 1.	Identify the potential and limitations of Information System (IS) and Information Technology (IT).
	LO 2.	Examine current issues related to assessing and adapting IT
	LO 4.	Identify emerging technologies and assess their potential in the hospitality industry
CULN 101 PROFESSIONAL FOOD PREPARATION		

	LO 2.	Assess the impact of: agricultural, environmental and sociological influences on gastronomy
	LO 3.	Demonstrate an understanding of current trends and potential innovation, and their future effect
FABS 101 FOOD AND BEVERAGE SERVICE		
	LO 7.	Describe the general market for food and beverage by displaying an understanding of the recent performance of the local food and beverage industry.
	LO 8.	Display an understanding of different market levels, appropriate service environments, service levels, menus and pricing structures in relation to consumer needs
FINN 301 FINANCIAL ACCOUNTING		
	LO.4.	Identify and rationalize the importance of the essential factors used for financial planning and forecasting
MNGT 201 ORGANISATIONAL BEHAVIOUR		
	LO 5.	Appreciate the study of human behaviour and its implications for the management of organizations and businesses
	LO 6.	Predict how groups and teams develop and function and their impact on performance
	LO 7.	Explain organisational structures and their impact on the process of organisational development
	LO 8.	Contrast different leadership styles and motivational techniques
MNGT 303 HUMAN RESOURCE MANAGEMENT		
	LO 4.	Conduct and evaluate performance appraisal interviews.
	LO 5.	Analyse training policies based on organisation needs and evaluate approaches to training.
	LO 6.	Evaluate how personality types, work behaviours, and job performance monitoring can be used to inform employee development.
	LO 7.	Comprehend the different sources of conflicts – grievance, discipline and dismissal.

	LO 8.	Discuss the ways companies attempt to select, train, compensate and reintegrate expatriate managers.
MNGT 402 STRATEGIC MANAGEMENT		
	LO 6.	Evaluate the various internal and external environmental factors that have an influence on the strategies used by tourism and hospitality businesses
MRKT301 SERVICES MARKETING		
	LO1.	Recognize and understand specific issues related to the services marketing in general; emphasizing the relationship marketing approach.
	LO2.	Understand the place and role of a marketing department and marketing activities within a service firm.
DISS 490 DISSERTATION		
	LO.1	Integrate skills, knowledge and theory from a range of subjects and disciplines
	LO.2	Demonstrate a sound appreciation of the factors affecting the selection of practical, feasible and worthy research topics in the hospitality and tourism industry

ASc. In International Hospitality Operations Profile Statements Mapped to Course Learning Outcomes

1st Profile Statement

Competently contribute to hotel operations in the operational departments of: food preparation and service, and Housekeeping and Front Office.

Course	Learning Outcome	Description / Statement
CULN 101		
PROFESSIONAL FOOD PREPARATION		
	LO 4.	Prepare and cook a variety of gastronomic dishes, using different cooking methods
	LO 5.	Interpret and use a recipe
	LO 6.	Demonstrate an understanding of basic menu planning
	LO 7.	Carry out basic kitchen accounting tasks
FABM 101		
FOOD AND BEVERAGE BUSINESS		
	LO 1.	Identify and use different methods of cost and revenue control
	LO 2.	Demonstrate an understanding of labour control techniques and labour productivity
	LO 3.	Describe examples of food and beverage operations that employ service processes which complement the scope and application of a practical situation in regard to approaches to customer satisfaction; flow of service and resources; technological considerations; and merchandising and marketing considerations
	LO 4.	Critically evaluate food and beverage processes and management in various catering establishments
	LO 5.	Plan a working environment that demonstrates effective uses of resources such as equipment, materials, staff and time.
FABS 101		
FOOD AND BEVERAGE SERVICE		
	LO 4.	Understand the use and application of food and beverage products and discuss ethical issues related to the provision of food and drink.
	LO 5.	Demonstrate basic beverage knowledge.

	LO 6.	Demonstrate knowledge of the different uses of food and beverages from satisfying physiological needs to satisfying social and psychological needs.
	LO 7.	Describe the general market for food and beverage by displaying an understanding of the recent performance of the local food and beverage industry.
	LO 8.	Display an understanding of different market levels, appropriate service environments, service levels, menus and pricing structures in relation to consumer needs
RDOP 101		
HOUSEKEEPING OPERATIONS		
	LO 3.	Understand the importance and role of planning housekeeping operations with the use of documents and SOPs by demonstrating an understanding of the activities involved alongside with operational procedures.
	LO 4.	Identify the skills needed and manage effectively the departmental budget, inventory, material classification and any related pre-opening operations
	LO 5.	Explain the importance of cleanliness and hygiene and identify the guestroom layouts, status codes and the standard contents of a guestroom
	LO 6.	Understand the process of cleaning the different types of guest rooms and public areas.
	LO 7.	Identify the role of a supervisor in housekeeping starting with rooms inspections until how to handle guest complaints
	LO 8.	Understand the crucial meaning of safety and security, list possible hazards for housekeeping employees and identify ways of preventing pests into the hotels by the use of pest control and proper waste disposal
RDOP 102		
FRONT OFFICE OPERATIONS		
	LO 3.	Explain the role of the Front Office department and its organization In order to draw and describe the organization chart of a typical Front Office department.
	LO.4	List the functions, responsibilities and the job descriptions of the Front Office personnel including management and craft level employees as well as adequate staffing levels.

	LO 5.	Explain the role of the Front Office in establishing and maintaining effective communications with other departments and the role of TQM and identify the importance of guest services to the whole operation and guest experience
	LO 6.	Explain the importance of guest profiles and guest reservations for a hotel unit. Identify and differentiate between the various modes of receiving guest reservations at a hotel and their handling by the front office department
	LO 7.	Explain the guest registration procedure (check – in) and with the use of a property management system, list the registration process
	LO 8.	List the procedures for processing guest charges and payments (check – out) including city ledgers to accounts receivable
	LO 9.	Identify the importance of the night audit for the Front Office in a hotel unit

2nd Profile Statement

Describe the scope and nature of the international tourism and hospitality business, and recognize career opportunities within this industry.

Course	Learning Outcome	Description / Statement
BUS 101 TOURISM AND HOSPITALITY BUSINESS		
	LO 1.	Define the scope, size and nature of the international hotel and tourism industry.
	LO 2.	Demonstrate awareness of the component parts of the Industry
	LO 4.	Classify the different types of managerial careers and jobs that are required to ensure the functioning of different operational departments
FABM 101 FOOD AND BEVERAGE BUSINESS		
	LO 4.	Critically evaluate food and beverage processes and management in various catering establishments

FABS 101		
FOOD AND BEVERAGE SERVICE		
	LO 1.	Describe the service provided in different food and beverage outlets and their characteristics and operational styles.
	LO 2.	Describe the structure and organisation of the food and beverage industry
	LO 3.	Understand the categorisation of the industry and the nature of the market
FINN 301		
FINANCIAL ACCOUNTING		
	LO.1.	Describe the role of the financial manager in the firm in maximizing value to owners
MNGT 303		
HUMAN RESOURCE MANAGEMENT		
	LO 1.	Identify the role of the HR department and the internal and external influences in this department
RDOP 101		
HOUSEKEEPING OPERATIONS		
	LO 2.	Explain the organization structure within the housekeeping department and to list the responsibilities of an executive housekeeper, supervisor and rest of housekeeping employees. Highlight job specifications of the various positions within the department, highlighting the importance and need of team working amongst employees and management. Managing housekeeping personnel and all explain the human resources practices needed
RDOP 102		
FRONT OFFICE OPERATIONS		
	LO 1.	Have an overview of the hotel industry, the hotel classification system and the role played by the lodging segment within the hospitality industry.
	LO 2.	List and explain the organization of lodging properties within the hospitality industry
	LO 3.	Explain the role of the Front Office department and its organization In order to draw and describe the organization chart of a typical Front Office department

	LO.4	List the functions, responsibilities and the job descriptions of the Front Office personnel including management and craft level employees as well as adequate staffing levels
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3rd Profile Statement

Effectively communicate to a range of different audiences through a variety of professional media.

Course	Learning Outcome	Description / Statement
Comp 101		
ICDL		
	LO 3.	Effectively use e-mail clients.
	LO 4.	Use word processing skills, including formatting and editing of texts and images
	LO 5.	Create presentations with a professional touch, using the effects and animation tools
	LO 6.	Understand the basics of spreadsheets, including graphs and formulas
CULT 201		
CULTURAL DIVERSITY		
	LO.3	Instruct others on a chosen culture topic using appropriate theory and refereed journal articles
LANG 102		
BUSINESS COMMUNICATIONS		
	LO.1	Appreciate and apply the skills necessary in essay writing in order to communicate clearly
	LO.3	State a point of view and formulate a reasoned argument to prove its correctness
	LO.4	Understand the relationship between written/spoken skills and academic/professional achievements
	LO.5	Apply the appropriate style in managerial business writing
	LO.6	Deliver an oral presentation “under pressure” that sets forth a thoughtful and objective argument
	LO.7	Create and deliver business presentations in both written and oral format
	LO.8	Understand and apply academic criteria to find and critically evaluate information resources, and correctly cite these sources according to APA referencing standards

4th Profile Statement

Critically apply the business disciplines of Marketing, Accounting, Economics, Statistics and Operations Management within a commercial enterprise.

Course	Learning Outcome	Description / Statement
ACNT 201 MANAGEMENT ACCOUNTING		
	LO.5.	Produce a basic analysis on variances between budgeted and actual operating financial performance in a hospitality context from given data.
	LO.6.	Understand the function and behaviour of costs in a hospitality context in respect of calculating Break/Even and setting prices on a cost basis
FINN 301 FINANCIAL ACCOUNTING		
	LO.2.	Apply financial techniques to analyze financial performance
	LO.3.	Demonstrate the various techniques required to produce a financial feasibility study
	LO.4.	Identify and rationalize the importance of the essential factors used for financial planning and forecasting
ECON 302 TOURISM ECONOMICS		
	LO 1.	Understand the basic principles of economics: demand, supply, pricing, price elasticity, and opportunity cost and resource allocation.
	LO 2.	Understand the macro economic flows of tourism
	LO 3.	Understand the importance of tourism to an economy
	LO 4.	Consider both the positive and negative impacts of tourism on an economy – social, cultural, environmental and economic
MNGT 301 SERVICE OPERATIONS MANAGEMENT		
	LO 1.	Examine the main concepts of services operations through a systematic approach highlighting the interrelations between these concepts.

	LO 2.	Investigate the transferability of the services operations concepts from the industrial sector to the services
	LO 3.	Summarize the main interconnections between organizational functions, operations, production and others by stressing the importance of management and the influence of external environments
	LO 4.	Demonstrate the use of services operations management techniques to real examples and exercises
	LO 5.	Analyse service policies to understand their importance in gaining competitive advantage
	LO 6.	Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole
MRKT 101		
MARKETING		
	LO.6.	Apply market segmentation, targeting and positioning techniques, creating competitive advantage
	LO.7.	Analyse service process design, new services development, branding and service quality
	LO.8.	Explain the importance of the customer focus, service quality, customer needs, wants, satisfaction, and customer loyalty to a service product
	LO.9.	Understand pricing strategies and contrast different approaches
	LO. 10.	Understand the use of distribution channels, traditional marketing intermediaries, personal sales or direct and online marketing
STAT 201		
STATISTICS		
	LO 2.	Differentiate between types of data (e.g. categorical and continuous data).
	LO 3.	Organize and analyze data in appropriate ways using descriptive statistics procedures including: graphical displays of univariate data; numerical description of central tendency, variability and position; exploration of bivariate data and categorical data; and to understand the probability associated with any normal probability distribution

MNGT 101		
LEADERSHIP		
	LO.4	Critically relate style approaches to leadership in the hotel industry (including Ohio, Michigan, Blake and Moutons etc)
	LO.5	Understand and be able to critically apply leading theories to the context of the hotel industry; including the following: situational, contingency, path goal, exchange, transformational and psychodynamic

5th Profile Statement

Supervise culturally diverse employees with due regard to best practice in the areas of Leadership, Human Resource Management and Ethics.

Course	Learning Outcome	Description / Statement
CULT 201		
CULTURAL DIVERSITY		
	LO.2	Demonstrate a basic understanding of Islam and Muslim life
	LO.4	Explain how social contact – an individual’s communication and interactions in multicultural settings – is influenced by their cultural orientation
	LO.5	Predict how National Culture and values influence social interaction in a multicultural workplace
	LO.6	Appreciate how organizational culture influences social interaction in a multicultural workplace
	LO.7	Explain how perceptions of culture influence customer satisfaction with service delivery
ETHS 301		
BUSINESS ETHICS		
	LO 2.	Identify the advantages and disadvantages of the different ethical theories
	LO 3.	Demonstrate an ability to apply the theoretical background into real business cases and dilemmas
	LO 4.	Illustrate an ability to use ethics as a basis for decision making
	LO 5.	Recognize the different areas under the CSR umbrella
	LO 6.	Examine the significance of ethics in business, corporate culture and social responsibility
	LO 7.	Identify and defend a suitable theory for resolving a stated ethical dilemma

	LO 8.	Discuss the consequences of unethical and ethical business decisions
MNGT 201		
ORGANISATIONAL BEHAVIOUR		
	LO 4.	Classify key personality traits and apply Hofstede's cultural dimensions to comprehend different sets of values.
	LO 5.	Appreciate the study of human behaviour and its implications for the management of organizations and businesses
	LO 6.	Predict how groups and teams develop and function and their impact on performance
	LO 7.	Explain organisational structures and their impact on the process of organisational development
MNGT 303		
HUMAN RESOURCE MANAGEMENT		
	LO 2.	Formulate a recruitment and retention policy based on the strategic intent of a company.
	LO 4.	Conduct and evaluate performance appraisal interviews
	LO 5.	Analyse training policies based on organisation needs and evaluate approaches to training
	LO 6.	Evaluate how personality types, work behaviours, and job performance monitoring can be used to inform employee development
	LO 3.	Employ selection methods and design and conduct a competency based interview
	LO 8.	Discuss the ways companies attempt to select, train, compensate and reintegrate expatriate managers
MNGT 101		
LEADERSHIP		
	LO.1	Explain the context of the hotel industry that complicates approaches to leadership
	LO.4	Critically relate style approaches to leadership in the hotel industry (including Ohio, Michigan, Blake and Moutons etc)
	LO.5	Understand and be able to critically apply leading theories to the context of the hotel industry; including the following: situational, contingency, path goal, exchange, transformational and psychodynamic

6th Profile Statement

Function as a well rounded business professional, ready and willing for the world of work with high levels of social competence and ethical and cultural awareness.

Course	Learning Outcome	Description / Statement
CULN 101 PROFESSIONAL FOOD PREPARATION		
	LO 1.	Demonstrate wide – ranging knowledge of issues relating to gastronomy
	LO 2.	Assess the impact of: agricultural, environmental and sociological influences on gastronomy
	LO 3.	Demonstrate an understanding of current trends and potential innovation, and their future effect
	LO 4.	Prepare and cook a variety of gastronomic dishes, using different cooking methods
CULT 201 CULTURAL DIVERSITY		
	LO.1	Explain various definitions and characteristics of culture
	LO.2	Demonstrate a basic understanding of Islam and Muslim life
	LO.3	Instruct others on a chosen culture topic using appropriate theory and refereed journal articles
ETHS 301 BUSINESS ETHICS		
	LO 1.	Demonstrate understanding of the ethical theories and definitions.
	LO 2.	Identify the advantages and disadvantages of the different ethical theories
	LO 4.	Illustrate an ability to use ethics as a basis for decision making
FABS 101 FOOD AND BEVERAGE SERVICE		
	LO 6.	Demonstrate knowledge of the different uses of food and beverages from satisfying physiological needs to satisfying social and psychological needs.

	LO 7.	Describe the general market for food and beverage by displaying an understanding of the recent performance of the local food and beverage industry.
	LO 8.	Display an understanding of different market levels, appropriate service environments, service levels, menus and pricing structures in relation to consumer needs

N.B. The Emirates Academy of Hospitality Management insists that all students conform to a strict dress code. Students performance in the world of work is also assessed during their six month internship.

7th Profile Statement

Communicate in at least one additional language to their native tongue.

N.B. All students on the Associate Degree programme are required to take three credits of languages. These must be in languages that they have not previously studied to grade 11 and 12 of High School and they may not be native speakers of these languages.