

Course Overview

Realise your dream of becoming a customer-oriented professional who loves creative problem-solving to make someone's day. Join the pioneering polytechnic hospitality course to delve into the "business of happiness" and create memorable user experiences in the service industry.

In this course, you will get to choose one of three specialisation areas: Hotel & Accommodation, MICE & Events and Tourism & Travel. In all of them, you will learn to create unique user experiences, using skills such as business analytics, as well as digital marketing and media tools.

There will also be ample opportunities for you to explore community projects and co-curricular activities for your holistic development. A 24-week internship, either locally or abroad, will provide you with real-world experience that will further hone your knowledge and skills.

As Singapore positions itself for post-pandemic recovery, you will be poised to make seamless transitions across several related industries such as healthcare, finance and interactive digital media. Navigate the vast executive positions available and stand out from the crowd with your capabilities in emerging skills to secure and stay relevant in the jobs of tomorrow!



VERSATILE SKILL SET

Hone your problem-solving skills from a multidisciplinary perspective. This will enable you to seamlessly apply your learning to other industries such as healthcare and financial services.



PRACTICE-ORIENTED LEARNING

Gain practice-based experience to deliver service excellence in a digital-first economy.



FAST-TRACK PROGRAMME

Fast-track your aspirations in supervisory or management trainee positions in the hospitality sector through our Career Accelerator Programme.

Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (EL1)*	1-6
Mathematics (E or A)	1-6
Any three other subjects, excluding CCA	1-6
2022 Planned Intake	125
Net ELR2B2 aggregate range (2021 JAE)	8 - 17

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

What You'll Learn

YEAR 1 YEAR 2 YEAR 3 TPFUN

Start off with foundational business subjects before embarking on Hospitality & Tourism fundamentals such as service excellence and travel geography.

Core Subjects			_
Subject Code	Subject	Credit Units	
BAF1010	Business Accounting This subject provides you with an understanding of the core accounting principles underlying accounting practice; from the preparation of accounting entries to the financial statements of businesses. It also focuses on how various businesses report the results of their activities in the financial statements.	4	^
BBS1001	Principles of Management This subject covers the key management functions of planning, organising, leading and controlling. It addresses the impact of environmental factors that affect business and the relevance of corporate social responsibility in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.	4	^
BBT1010	Business Technology & Analytics This subject provides an overview of how digitalisation and business technology impact the future of work and businesses. It also encompasses the utilisation of digital information and applications to facilitate decision making and problem solving through data analysis and visualisation.	4	^

^{*} Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).

BEC1007	Business Economics The subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand and supply, elasticity, market competition, product differentiation. The subject includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.	4	^
ВНТ1010	Introduction to Hospitality & Tourism This subject provides an overview of the multifaceted nature of the hospitality and tourism industry. You will gain an insight into how the key sectors are organised and structured and how they relate to each other as an industry. The concept of tourism demands and tourism consumer behaviour will be introduced. Lastly, you will explore trends, issues and challenges facing the industry.	4	^
ВНТ1020	Travel Geography This subject approaches the study of key tourist destinations worldwide through an understanding of basic geographical characteristics and how these determine tourism resources in a country. It also highlights how these resources distinguish destinations and influence travel, and how travel, in turn, shapes the development of the tourism resources. Through e-learning, you will learn the framework on which you build your knowledge of world travel, explore techniques to enhance learning and build your confidence to sell destinations.	4	^
ВНТ2014	Principles of Marketing for Hospitality & Tourism The subject provides an introduction to hospitality and tourism marketing. It covers the basic marketing theories, concepts and strategies applied in the marketing of hospitality and tourism products.	4	^
ВНТ2022	Business Etiquette & Service Excellence This subject focuses on two areas, the soft skills aspects of business and customer service. The former illustrates the importance of appropriate dressing, dining etiquette, cross-cultural psychology and skills necessary to make the transition from student academic life to the work place. The latter (service excellence) grooms you to be practical philosophers of customer service. You will be challenged to look beyond the service norms to achieve a much higher level of desired service.	3	^
BLO1001	Business Statistics The subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, correlation and regression, probability distributions, estimation and hypothesis testing. The subject also covers the use of computer software application to perform statistical computation for data analysis and interpretation.	4	^

Build specific industry skill sets in either lodging, MICE or tourism. Engage in hands-on sessions at our Centres of Excellence, industry projects, mentorship programmes and study trips.

Subject Code	Subject	Credit Units	
BHT2009	Service Skills Methodology	4	,
	This subject gives you first-hand experience in operating a range of F&B outlets in their respective service styles. In the process, you will learn the technical skills required to provide efficient and competent service, as well as, how to provide elegant and gracious service to guests. This will be carried out with a focus on the mastery of basic technical skills such as wine service, order-taking and table setting. Maximising guest satisfaction through effective communication, attention to detail, creative and critical thinking skills will also be taught. The value of leadership and teamwork in running a successful food and beverage enterprise will be emphasised.		

ВНТ2027	Sales & Distribution in Hospitality & Tourism	4	^
	Students will learn how companies fulfil customer needs and wants through various strategies such as customer relationship management (CRM), personal selling, negotiation and contracting. Students will also study the multitude of online and offline distribution channels available in the ever-changing tourism landscape and create optimal distribution channel solutions for a business.		
ВНТ3020	Revenue Management for Hospitality & Tourism	4	^
	Students will be provided with the foundation to appreciate the role and importance of revenue management in the industry when linked to profitability. It will also allow students to integrate their learning with other subjects and offer them an insight into management level decision making in hospitality, especially hotel operations.		
BLM1007	Business Law	4	^
	This subject provides you with a working knowledge of the general principles of law that are important to business. Topics covered include contract, negligence, sale of goods, intellectual property and e-commerce.		

Subject Code	Subject	Credit Units	
BCC2003	Food & Beverage Operations	4	,
	This subject introduces you to all aspects of food and beverage operations. Historical influences and future trends in the industry will be discussed in the context of how they affect the business today. The steps to opening a restaurant will be covered. These include location selection, interior design and menu planning, as well as day-to-day operational concerns such as hygiene and sanitation, marketing, staff scheduling, motivation and management, service styles, customer service issues, profit and loss statements and technological innovations. Current legal, human resource and licensing issues will also be discussed.		
ВНТ2023	Lodging Operations	4	/
	This subject focuses on the fundamentals of lodging operations. It concentrates on the systems and procedures required to operate a lodging establishment. You will gain a clear understanding of the importance of lodging systems and its effect on operations. The focus will be on the integration of the front desk with other operating departments such as housekeeping, reservations, concierge, food & beverage outlets, accounting, engineering and sales/marketing. You will be able to apply knowledge gained to explore new and innovative ways of improving existing lodging operations and management.		
BHT2028	Customer Relationship Management	4	,
	Students will be introduced to the practices, strategies and technologies commonly used to manage and analyse customer interactions. Customer relationships can be enhanced through effective and efficient service processes for customers and the collection of right data to improve business relationships with the aim of customer retention and driving sales growth.		

Elective Cluster (M	ajor): MICE & Events		_
Subject Code	Subject	Credit Units	
BHT2007	Events Sponsorship & Marketing	4	^
	This subject provides you with opportunities to learn a variety of sponsorship and marketing strategies applied in the event sector through the use of case studies. You will be exposed to the theories and concepts applied in sponsorship and marketing, which form a vital component of contemporary event management. This module also aims to develop your presentation, planning and business skills that are critical to securing successful partnerships and collaborations.		

BHT2009	Events Operations & Management	4	^
	This subject covers the principles and practices of planning, managing and staging of events. You will learn the various aspects and stages in event planning, budgeting and site management. The study of the operational process, elements and resources available to the event manager in developing quality events will also be covered.		
BHT2031	Key Accounts & Contract Management	4	^

Elective Cluster (M	ajor): Travel & Tourism		_
Subject Code	Subject	Credit Units	
BHT2029	Air, Rail & Cruise Business	4	^
	Students will study the tourism transport industry with focus on air, rail and cruise operations and examine the role and relevance of transport in tourism, the inter-modal transport system, international tourist transport infrastructure, including the major air and cruise hubs. Students will understand the policies, regulations, technologies and issues that impact the development of air, rail and cruise business.		
BHT2030	Reservations & Ticketing	4	^
	Students will study the reservations and ticketing of airline services and learn to use a Global Distribution System (GDS) to create travellers' profiles, process flights reservations and issue air tickets. Upon completion of this subject, students will receive a 'Certificate in Reservations and Ticketing.		
BHT2032	Tour & Travel Management	4	^
	Students will study the business of Travel Agents, Tour Operators and Online Travel Agents (OTA). They will learn tour selling, tour contracting, tour planning & costing and tour operations. Students will understand the legal, regulatory, technology and crisis management aspects of the travel business as well as explore emerging trends and challenges impacting the travel industry.		

Elective Cluster (Minor): Healthcare			_)
Subject Code	Subject	Credit Units	
GEM1192	Managing Adult Life Transitions This subject covers issues relating to major life transitions that typically occur during mid to later adult life, such as changes to employment and health status. Transition psychology and related theories are examined to recognise how and why individuals respond to such changes. Social constructs, individual choice, 'preparedness' and motivation are considered in view of managing anticipated and unanticipated life events.	3	^

Elective Cluster (M	inor): Finance		_
Subject Code	Subject	Credit Units	
BAF2021	Personal Financial Planning	4	^
	The subject provides an overview of the financial planning process. It will cover the following key areas: personal financial statements, cash and credit management, risk management, insurance, retirement, property purchase, investment, income tax and estate planning.		

Elective Cluster (Minor): Interactive Digital Media			-
Subject Code	Subject	Credit Units	
BCM1017	Visual Communication This subject provides you with an introduction to the ideation, theories and practices of graphics design. It focuses on the fundamentals of design and process from the conceptualisation, production to post-production. Other areas covered in the subject include basic photography and optimisation of graphics for traditional and digital platforms.	4	^

^Students will choose one major and one minor elective cluster

YEAR 1	YEAR 2	YEAR 3	TPFUN

Apply the acquired knowledge and skills during your 24-week internship (local or overseas). Upon graduation, fast track your career in H&T industry or deepen your skills through continuing education.

Elective Cluster (Ma	ajor): Hotel & Accommodation		-
Subject Code	Subject	Credit Units	
ВНТ3015	Lodging Management	4	^
	This subject focuses on the fundamentals of lodging operations and management. It concentrates on the roles of the customer, operator and service provider. You will have a clear understanding of the importance of lodging systems and its effect on operations. The subject also provides an overview of the delivery management system. Emphasis will be placed on the property management and preventive maintenance systems as well as the distribution channel. There will be opportunities for you to apply knowledge gained within the area by exploring new and innovative ways to improve existing lodging operations and management.		
ВНТ3019	Hospitality Service Experiences Management	4	_
	Students will learn to create service experiences in respective lodging properties catering to different interests, such as spa and wellness, golf, recreational activities, eco-tourism experiences among others. They will also learn to involve and empower guests to co-create and co-design these activities so as to enhance guest experiences.		
BHT3021	Strategic Hospitality Management	5	,
	Students will integrate concepts learned and skills developed over the last two years of study to develop a feasible business model and plan that integrate every element within the lodging property. They will develop concepts and ideas for any given lodging property based on their prior knowledge acquired during their learning journey with the diploma.		

Elective Cluster (Major): MICE & Events			_
Subject Code	Subject	Credit Units	
BHT3023	Festivals, Sports & Arts Business	4	^
	Students will study the business of festivals, sports and arts concepts in the context of the events industry and learn to plan, develop, program and produce medium and large scale festivals, sports and arts events. They will learn the guiding concepts behind developing an event bid, and the role of sports and arts in the tourism industry.		

BHT3024	Meetings, Conferences & Exhibitions	4	^
	Students will learn a variety of theories, concepts and strategies applied in the context of meetings, conventions and exhibitions (MCE). Students will study the diversity of meetings and their roles and contributions in enhancing tourism and destination development. Students will acquire a broad understanding of the planning processes for MCE activities and the different relationships between industry parties and stakeholders.		
ВНТ3025	Strategic Events Management	5	^
	Students will work with industry professionals directly to propose and develop solutions that showcase the knowledge, skills and abilities gained during their learning journey with the diploma.		

Elective Cluster: Tr	Elective Cluster: Travel & Tourism Cluster		
Subject Code	Subject	Credit Units	
внт3006	Destination Planning & Development	4	^
	This subject examines the processes involved in planning and developing a tourist destination. It provides you with the skills and knowledge necessary to plan, develop, and manage natural, cultural and financial resources in an environmentally responsible manner. It also focuses on the benefits and impacts associated with tourism development, as well as the strategies to enhance the benefits and counter the adverse effects of tourism development.		
BHT3018	Corporate Travel Management	4	^
	Students will study the business of corporate travel including those of Travel Management Companies (TMC), Corporate Ticketing Agents, Destination Management Companies (DMC) and Meetings, Incentives, Conferences and Exhibitions (MICE). Students will examine corporate travel policies and reports, client service and acquisition, travel risk management and buyer-supplier relationship management. Students will also be taught the technologies and service configurations used to manage corporate travel and transactions.		
BHT3022	Destination Experience Management	5	^
	Students will study destination experience and service design as well as learn to curate assets such as heritage, culture, nature, attractions, retail and communities of any destination so as to propose tourism ideas that will bring width and depth to the destination. Students will develop destination experiences based on their prior knowledge acquired during their learning journey with the diploma.		

Elective Cluster (M	Elective Cluster (Minor): Healthcare		
Subject Code	Subject	Credit Units	
GEM2192	Public Health and Ageing The subject will introduce the key areas of study under public health, with a focus on current and emerging global health challenges impacting older populations across developed and developing countries. Topics will examine patterns, causes and effects of health and diseases in older populations, analyse the efficiency of healthcare services and delivery, and understand the interconnectedness of health of the developed and developing world.	4	^

Elective Cluster (Min	or): Finance	
Subject Code	Subject	Credit Units

BAF2006	Fundamentals of Investment	4	^
	This subject provides a framework for understanding and analysing securities, and covers the key		
	institutional features and theories of investment. Topics covered include the investment		
	environment, return and risk in an investment setting, common stocks, fixed-income securities		
	and alternative investments		

Elective Cluster (Mi	Elective Cluster (Minor): Interactive Digital Media		
Subject Code	Subject	Credit Units	
BBT2006	Customer and Social Media Analytics This subject covers the process and techniques of data mining to gain insights on customer behaviour. The findings will inform marketing strategies to maximise customer value. Students will learn analytics techniques to measure the effectiveness of digital and social media marketing.	4	^

[^]Students will choose one major and one minor elective cluster

YEAR 1 YEAR 2 YEAR 3 TPFUN

You will also undergo TP Fundamentals (TPFun) – a set of subjects that equips you with the crucial life skills you need to navigate the modern world as an agile and forward-thinking individual, and team player.

Subject Code	Subject	Credit Units	
GTP1301	Current Issues & Critical Thinking	3	/
	This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.		
	 This subject aims to provide students with the knowledge and skills to: apply critical thinking tools to examine current issues. effectively search for relevant information from a variety of sources. evaluate research information. cite sources to support their views. articulate an informed opinion about current issues. 		
BTX1001	Effective Communication	3	/
	This subject introduces the fundamentals of effective communication. It also covers how to communicate with and convince an audience through writing and speaking tasks. The skills in this subject will include the application of strategies for communication, appropriate vocabulary, language features, visual aids, tone and style. The Message, Audience, Purpose and Strategy (MAPS) framework will also be applied when planning and engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.		
	This subject aims to equip students with the knowledge and skills to: apply the factors that influence effective communication.		
	 structure a compelling point of view through a writing task. 		

BTX1002 Professional Communication

This subject covers professional communication skills for the workplace and employability skills in the areas of career preparation. It covers communication and interpersonal skills, including effective virtual communication etiquette, and conducting oneself professionally in the workplace. In addition, essential career preparation skills such as resume writing and interview skills, needed to seek and secure work would be included. The **M**essage, **A**udience, **P**urpose and **S**trategy (**MAPS**) framework would also be applied when engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.

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The subject aims to equip students with the knowledge and skills to:

- communicate effectively in the workplace using principles of effective written communication and interpersonal skills.
- apply effective job search and interview skills in their career preparation.

GTP1101 Leadership Fundamentals

This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.

The aim of this subject is to guide students to:

- design a personal growth plan based on strengths, values and purpose.
- apply the attributes of logical and emotional intelligence to improve team effectiveness.
- identify the key messages of respect in relationships.
- apply the principles of effective personal financial management.

GTP1102 Leadership in Action

This subject focuses on Service Learning as an experiential platform to apply the tenets of Self and Team Leadership. Service Learning will be the capstone project for this subject, which will require an analysis of the diverse needs of the community, collaboration with community partners and demonstration of learning, including key elements of empathy. There will be opportunities to build and to apply the concepts of being a values-centred leader.

This subject aims to equip students with the knowledge and skills to:

- plan and carry out a project to demonstrate empathy towards people in a diverse community.
- apply diploma core knowledge and skills through the Service Learning platform to address community needs
- reflect on the Service Learning experience when working in teams and with community partners.

GTP1201 Career Readiness CARE1

This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning methods and acquire the skills of being a lifelong learner.

This subject aims to equip students with the knowledge and skills to:

- analyse personal characteristics that can contribute positively to achieving personal, educational and career goals.
- make career decisions that are aligned with their interests, skills and values.

GTP1202 Career Readiness CARE2

This subject focuses on career management skills. It covers the importance of workplace readiness skills to adapt and respond to the changing job market environment. Career ownership and continuous learning for lifelong employability will be emphasised. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning, and acquire the skills of being a lifelong learner.

This subject aims to equip students with the knowledge and skills to:

- identify their work profiles to help them in their career choices in a changing job market environment.
- take career ownership for continuous learning and lifelong employability.

LSW1002

Sports & Wellness

The subject enables students to build a good foundation for healthy living. Students will have the opportunity to participate in hands-on practical sessions where they will experience and develop both physical and technical skills in their chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, students will be able to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will also be supplemented by health-related topics that span the dimensions of health, such as diet, nutrition, stress and weight management, to provide students with a holistic approach to healthy living. This subject also prepares students to be self-directed and accountable for lifelong learning for good health.

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BIN1001

Innovation & Entrepreneurship

The subject is designed for learners from all disciplines to embrace innovation in either their specialised field or beyond. Learners will be taught to apply the Design Thinking framework to develop problem statements, ideate and identify feasible solutions. Learners will be exposed to several tools for prototyping. In addition, commercial awareness will be imbued in learners through various innovation and entrepreneurship concepts or tools. This subject also prepares students to be self-directed lifelong learners who are digital and information literate. It nurtures communicative and collaborative citizens who can use objective analysis in problem-solving.

BGS1002

Global Studies

This subject provides essential skills and knowledge to prepare students for an overseas experience. They will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, they will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.

BGS1003

Managing Diversity at Work*

This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.

BGS1004

Global Citizenship & Community Development*

Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.

BGS1005

Expressions of Culture*

This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.

GTP1302	Guided Learning	3	^
	The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills. Students will enhance their problem solving and digital literacy skills through this subject.		
BSI3041	Student Internship Programme	16	^
	This structured programme is designed to link your learning with the real work environment. You will be placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas		

^{*} Students must choose one of these three electives under the 'Global Studies 2' subject, or take 'Guided Learning'

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Subjects-Core Subjects	51 credit Units
Diploma Subjects-Elective Subjects	min 32 credit Units
Total Credit Units Completed	min 123 credit units