



Post Graduate Diploma in Business Administration (PGDBA) Hospitality Management

Course Code: NBP013

Duration: 18 Months full-time

This programme aims to develop your knowledge and skills as a manager, and specifically the knowledge and skills required in managing hospitality organisations such as hotels, restaurants and tour operators. This course focuses on developing the management skills and knowledge you will need in an expanding and constantly changing industry. The course will engage you in conceptual thinking, analysis and research, however it seeks to take you beyond the analytical emphasis of many professional programmes and encourage you to develop and implement creative ideas and solutions to organisational issues.

Course Aims

To develop you as a Manager on the basis of your understanding and appreciation of:

- ❖ the theory and practice of organisations in hospitality industry;
- ❖ the nature of management skills, analytic and diagnostic techniques;
- ❖ the analysis of economic and market factors influencing corporate strategy; and
- ❖ how the manager deploys knowledge-based analytical and problem solving skills and competences at both operational and strategic levels.

Course Market

The course is aimed principally at providing a Professional qualification for the following markets:

- ❖ managers in the hospitality industry who wish to update their qualifications
- ❖ managers looking for a career change who wish to enter the hospitality industry
- ❖ employees with significant responsibilities in hospitality industry wishing to develop their practical and theoretical knowledge;
- ❖ graduates and those with equivalent professional qualifications

Course Structure

Total Credits - 180

Full-time Students in this category undertake the full course which comprises:

Term-1 (60 credits)

NBM094	Professional Skills
NHR001	Managing People
NBM081	Research Methods
NBM041	Strategic Management
NBM201	Managerial Economics
NFA003	Management Accounting

Term-2 (60 credits)

NTH012	Strategic Management in Hospitality Industry
NTH014	Managing Employee Relations and Organisational Change in Hospitality Industry
NTH016	Hospitality Operations Management
NTH018	Management for Quality Hospitality Services

Term-3 (30 credits)

NIS001	Management Information Systems
NBM301	E-Business Management

* Please note that not all of the modules listed may be available in any year, and the College reserves the right to substitute alternative options in any given year.

Project - (30 Credits)

The project is designed to provide an opportunity to translate both conceptual and practitioner knowledge acquired during the course to the analysis of a specific business situation or of a contemporary, established and focused area of academic/practitioner enquiry in Hospitality Management. It gives students the opportunity to link theory with practice and is based upon a research project.

The project comprises an important component of the course in which participants apply knowledge and skills from the course to a detailed case study. This case study may be chosen from the workplace or from other settings or organisations in an area of interest. The detailed study may comprise topics such as conduct of a management or quality audit of a major organisational area, a strategic plan or a marketing exercise. The end product should be a dissertation of 12,000 words to be submitted following the end of the taught programme.

Duration

- ❖ 18 Months full-time

The programme is organized on a 3 term basis. Full-time students normally undergo 24 hours of Guided Learning Hours each week. You are expected to spend at least the same amount of additional time each week in personal study and completing assignments. All the students have to submit a Dissertation within the last six months of the program.

Assessment

Most units are assessed by a mixture of coursework assignments and end of semester examinations of 3 Hours each. However the dissertation is assessed by means of a 12,000 word report.

Qualification is awarded to those candidates who achieve a Pass grade or above in all components of their examination.

Entry Requirements

Applicants WITH Standard Qualifications

Standard qualifications for admission to Term 1 of the course are:

- ❖ a UK Honours degree (or overseas equivalent) in Business Studies, Hospitality, Hotel Management or related subjects; or
- ❖ a degree supplemented by a qualification or by qualifications from a course of study which includes a substantial business, management or hospitality component. Examples would include a Management Diploma, HNC or HND in Hotel or Hospitality plus, normally in each case relevant working experience.

Applicants WITHOUT Standard Qualifications

NLC welcomes applications from persons with certificated learning, or who have had a significant amount of relevant working experience and who are able to demonstrate that they will be able to study effectively at professional level.

Some applicants may be interviewed by the Course Leader or a member of the teaching team and/or be required to submit a 1000 word essay on a selected aspect of management.

Additionally, all students whose first language is not English require an English language qualification such as IELTS with a scoring of 6.0 or above, or may have to enrol with the NLC English Foundation course which is of 6 months duration.

Exemptions

Certain categories of graduate may be offered accreditation of prior learning for all modules of Stage 1 of the course. This will enable them to complete the full-time course in one year. Such applicants will have satisfied the requirements above, and will hold in addition one of the following qualifications:

- ❖ Diploma or Degree in Management Studies
- ❖ Diploma or Degree in Hotel Management
- ❖ Diploma or Degree in Hospitality Management
- ❖ Master of Business Administration in any other specialisation

Exemptions are unlikely to be considered unless supported by documentary evidence of relevant achievement.