



INTERNATIONAL
HOTEL SCHOOL

Bachelor of Business Administration

in Hospitality Operations Management



ADMISSION REQUIREMENTS

National Senior Certificate
with a Bachelor entry,
or equivalent.



DURATION

3 Years, Full-time



INTAKES PER YEAR

March and July

Certification

Bachelor of Business Administration in Hospitality Operations Management
(SAQA ID: 110624, HEQF Level 7)

What will I learn?

This programme focuses on the strategic and financial management aspects of a hospitality establishment and its operations. Strong leadership capabilities, the ability to apply strategic thinking and strong numerical application is learned. This programme will provide the learner with the knowledge and competence to perform a variety of management functions across the different departments in the hospitality environment through applied theory and Work Integrated Learning.

Programme Content includes:

- Accounting Principles
- Business Communication
- Financial Management Principles
- Hospitality Management
- Hospitality Marketing
- Hospitality Operations
- Statistics for Business
- Hospitality Corporate Governance Principles
- Human Resource Management
- Management Information Systems
- Project Management
- Research Methodology
- Research Project
- Work Integrated Learning



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Choose Your Degree Focus Area:

All the below focus areas include masterclass specialisation sessions and Work Integrated Learning projects.

Brand and Marketing Management

Building a brand, creating market awareness, and achieving sales is the lifeblood of any business and hospitality establishment. Therefore, Brand and Marketing Management looks at the different types of marketing strategies that can be implemented to promote a company's products or services. In addition, you will learn how to master the basics of digital marketing.

Entrepreneurship and Strategy

Do you have an entrepreneurial spirit? Being a successful entrepreneur is not only about having a good idea, it's about being able to take the idea, creating concept, developing a business plan, building a strategy around it, and implementing the operational execution, that turns the entrepreneurial idea into a successful venture. In this focus area, you will learn how to seek new business opportunities, be able to implement project management tools and strategic problem-solving.

Financial Management

Do you have a flair for figures? In this focus area, you will learn how to analyse financial statements for a hospitality establishment. You will learn how to examine and interpret data and learn about basic accounting terms such as income and expenditure, assets, liabilities, and balance sheets.

Luxury Guest Service and Experience

An exceptional guest experience is the most important aspect to a successful hospitality business. Luxury guest service and experience starts with understanding the 'touch-points' of a customer journey and creating moments of magic throughout the journey, to ensure a memorable guest experience. Once graduated, you will be able to identify and understand the basic needs of a guest finding new ways to meet and exceed guests expectations.

Operations Management

Aspiring to be a manager or owner of a world-class Hospitality establishment? The ability to develop and sustain a hospitality establishment requires integrated knowledge of the hospitality functions and managerial aspects of the operational areas of Food & Beverage, Front Office, and Housekeeping. Revenue and Financial Management form integral parts of any hospitality establishment and are essential financial competencies for Hospitality Managers.

Organisational Behaviour and Human Resource Management

Aspiring to be a Human Resources Professional? Organisational Behaviour and Human Resources requires an individual to have a good understanding of the relevant labour, employment acts and regulations. Most importantly it's about understanding and examining the impact of staff management practices, recruitment, employee motivation and productivity, amongst others.

***In the case of insufficient interest in one of the Focus Areas, or other unforeseen circumstances, IHS reserves the right to omit that Focus Area for the year in question.**



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Frequently Asked Questions

1. What is the difference between the Diploma and Degree?

IHS Diploma Programmes (NQF Level 6, 3 years)

Focuses primarily on the service delivery & operations management of the different departments of a hospitality establishment, namely:

- Front Office
- Food & Beverage
- Kitchens
- Housekeeping

This is a balanced theory & practical based programme with 50% of the academic year spent in the classroom and 50% working in industry. As a result, the student receives an extensive working understanding of the operations management of a hospitality establishment.

IHS Bachelor of Business Administration in Hospitality Operations Management (NQF Level 7, 3 years)

Focuses primarily on the strategic management of a hospitality establishment and its operations. Strong leadership capabilities, the ability to apply strategic thinking and strong numerical application is learnt. The core subjects are Hospitality Management and Hospitality Operations.

The following fields are covered in the curriculum:

- Financial Management
- Accounting Principles
- Statistics for Business
- Marketing
- Human Resources
- Management Information Systems
- Project Management
- Corporate Governance

This is a theory-based programme and as a result the student achieves an extensive understanding of the business operation of a hospitality establishment.

2. What is the difference between completing a BBA, BCom or BA Degree?

Bachelor of Business Administration (BBA):

A BBA Degree covers the fundamentals of business management and prepares a student for a career in leadership or management in a selected industry. This degree covers subjects such as Strategy, Human Resources, Marketing, Project Management and Financial Management (accounting, financial principals & statistics).

Bachelor of Commerce (BCom)

A BCom Degree is commerce based with a financial focus covering subjects such as Accounting 1, 2 & 3, Economics, Commercial Law, Taxation and Auditing.

Bachelor of Arts (BA)

A BA Degree is a broad qualification within the humanities and social science umbrellas, covering subjects such as History, Psychology, Political Science, Drama and journalism.



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3. Do the Degree students complete Work Integrated Learning (WIL)?

Yes, students will complete 1 month (4 Weeks) of practical work experience in leading hospitality establishments. This will be completed at the end of the theory year, during the 3 months break over December - February each year.

Each student will be placed in industry to experience the following areas:

- Sales & Marketing/Events and Banqueting
- Front Office
- Human Resources
- Housekeeping
- Procurement
- Finance

4. Can current Diploma students articulate into the Degree?

Yes, Diploma students can. They would qualify for credits for End User Computing and Business Communication in the first year of their BBA Degree. They could also apply for Recognition of Prior Learning (RPL) pertaining to their Work Integrated Learning (WIL) that has been completed in their Diploma qualification. It is important to note that the Degree and Diploma programme content differs extensively. Please refer to Question 1 for the focus areas per programme.

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