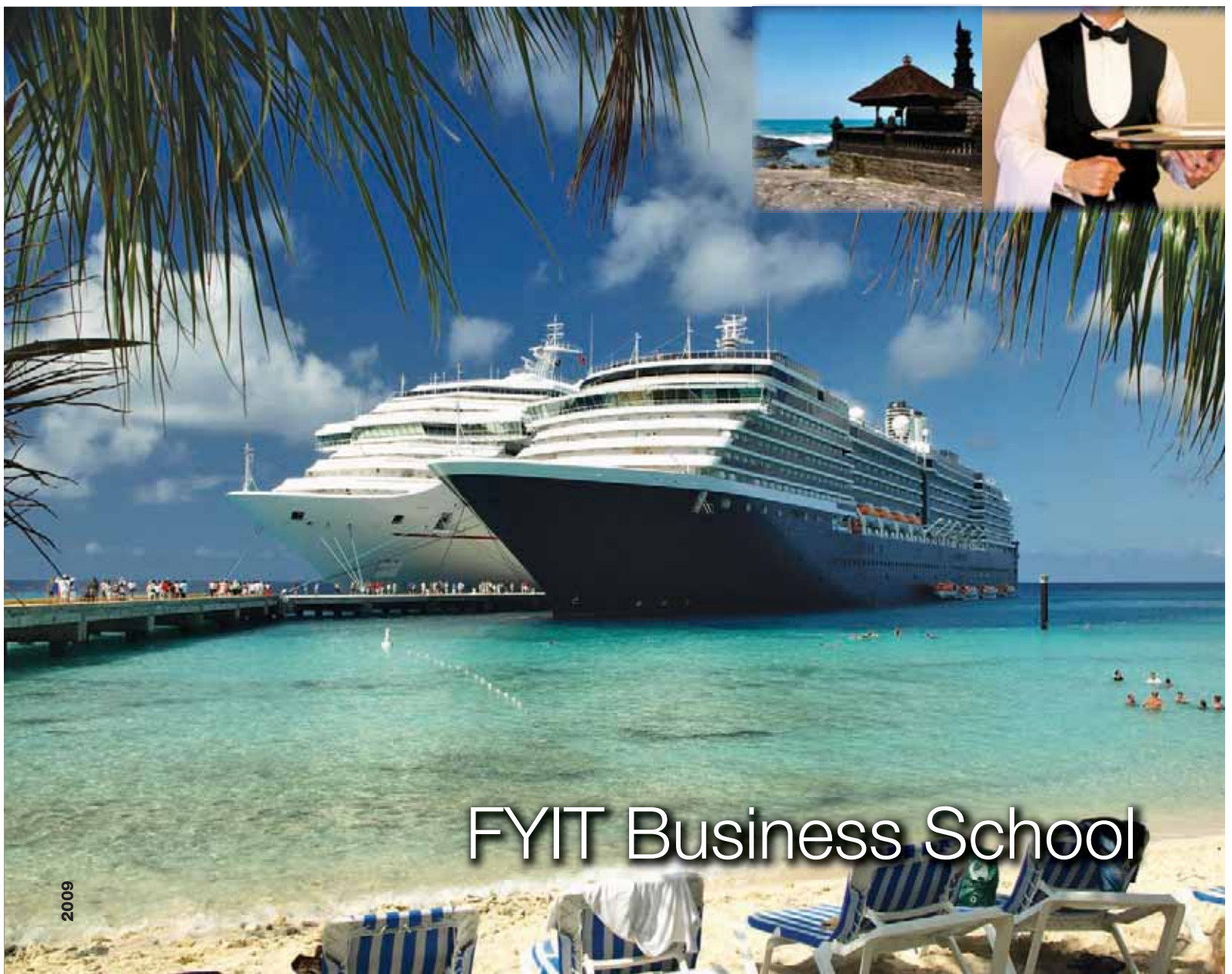


FYIT SINGAPORE



Diploma & Higher Diploma in Hospitality & Tourism Management



FYIT Business School



FYIT SINGAPORE

FY Institute of Technology, Singapore was founded to fulfil the education needs of professionals and young adults who wish to expand their formal education within and outside their fields of expertise through a blend of Eastern and Western pedagogies.

FYIT collaborates with reputable foreign universities in the delivery of degree programs and has developed its own proprietary range of industry specific Certificate, and Higher Diploma programs. These programs specialize in Logistics, Information Technology, Arts Design, Tourism & Hospitality, Finance & Accountancy, Business Management, Journalism, Law and Languages

Our Senior Advisor

FYIT is honored to have Professor Cham Tao Soon, ex-President of the Nanyang Technological University and well-known educationalist, as the special advisor to guide the academic development of the institute.

Resume of Professor Cham Tao Soon

Present Appointment:

University Distinguished Professor, (Former President, 1981 - 2002), Nanyang Technological University Republic of Singapore.

Academic Qualifications:

BE (Malaya), 1964; BSc (London), 1967; PhD (Cambridge), 1968; Hon. DUniv (Strathclyde), 1994; Hon. DUniv (Surrey), 1995; Hon. DTech (Loughborough), 1996; Hon. DUniv (Soka), 1997; Hon. DEng (Sheffield), 2002

Scholarships:

• Singapore State Scholar (1960 -64), Commonwealth Scholar, UK (1965 - 68)

Professional Qualifications:

• Fellow of the Institution of Engineers, Singapore, Fellow of the Institution of Mechanical Engineers, UK
• Professional Engineer (Civil Engineering, Mechanical Engineering, Marine Engineering)

Membership of Foreign Academy/Award:

• Chevalier des Palmes Academiques, France, 1979 • Royal Swedish Academy of Engineering Sciences (IVA), 1984 • The Royal Academy of Engineering, UK (FREng), 1998

Honours:

• Half Blue (Cambridge), 1968
• Public Administration Gold Medal - Pingat Pentadbiran Awam, Emas, (Singapore National Day Honours 1986)
• Honorary Professor, Huazhong University of Science and Technology, People's Republic of China, 1994
• Honorary Fellowship, Institution of Engineers, Singapore, 1994
• Eminent Fellow, The Chartered Institute of Building, UK, 1996
• Honorary Fellow, St Catharine's College, University of Cambridge, 1996
• 5th ASEAN Achievement Awards in Education, 1997
• Honorary Professor, University of Electronic Science & Technology of China, 1997
• Honorary Professor, Southwest Jiaotong University, China, 1997
• The Distinguished Service Order, 2003 (Singapore National Day Awards 2003)

Other Appointments:

• Held Currently -NatSteel Ltd (Chairman)
• Singapore Press Holdings Ltd (Deputy Chairman)
• Robinson & Company Ltd
• TPA Strategic Holdings Ltd
• Land Transport Authority
• Singapore International Foundation
• Member, Council of Presidential Advisers
• Chairman, Singapore-China Foundation
• Member, Governing Board of the Lee Kuan Yew School of Public Policy
• Governing Council, Singapore Quality Award (Chairman)
• Rhodes Scholarship (Oxford University), Selection Committee (Chairman)
• The Oxford and Cambridge Society of Singapore (President)
• Chairman, Nanyang Academy of Fine Arts Foundation & Council
• Special Advisor, Governing Council, Singapore Institute of Management
• Honorary Advisory Council, Singapore Computer Society
• Board of Governors, Chinese Heritage Centre
• College of Reviewers for New Opportunities Fund Canada Foundation for Innovation (CFI)
• Academic Advisor, Ritsumeikan Asia Pacific University, Japan
• Advisory Committee, the Association of Aerospace Focused Enterprises (AAFE)



Diploma

1. Introduction to Management

This module seeks to equip students with the basic knowledge and skills required to support their own learning and skill development needs in the context of an organisation's goals and objectives. It also seeks to equip students with skills and knowledge to gather, organize and apply workplace information in the context of an organisation's work processes and management systems. This module also seeks to equip students with the knowledge of management theories and skills that can be applied by managers in the dynamic business environments so as to meet the organisation's mission and goals.

2. Introduction to Economics

This module seeks to equip students with the basic knowledge economic environment within which a business operates. Be able to describe the economic problem, classify economic systems and identify changes in contemporary economic systems including scarcity, production curve analysis and resource ownership. Be able to describe the determinants of supply and demand, the nature of equilibrium, and illustrate changes in equilibrium. Be able to describe the characteristics of the four main types of market structures, describe common restrictive market behaviour, government interference in markets including perfect competition, monopolistic competition, oligopoly and monopoly. Be able to explain the role of financial institutions, the nature of money, credit creation and the role of the central bank. Be able to explain the reasons for trade between countries, the composition and direction of trade, the balance of payments, exchange rates and influence of trade flows on the domestic economy. Be able to explain the circular flow macro-economic model, national income equilibrium and factors causing fluctuations in equilibrium. Be able to describe the process of structural change and explain the causes of contemporary economic problems of unemployment and inflation. Be able to explain the meaning and measurement of economic growth and development, the determinants of and barriers to economic growth and development, and internal and international obstacles to such growth and development.

3. Introduction to Accounting

This module seeks to equip students with the basic knowledge of accounting theories that can be applied in business environments to meet specific organizational objectives. It covers the maintenance of financial records for a business. It includes activities such as the maintenance of daily financial records, including reconciliation of debtors' and creditors' systems and preparing and maintaining a general ledger and preparation of a trial balance. It also includes activities associated with the monitoring of cash control for accounting purposes.

4. Introduction to Marketing

This course is designed to equip you with the foundation and understanding of business marketing, both in theory and application, essentially a "concepts-through-implementation" run-through of the marketing arena. It also focuses on the marketing concept, marketing environment, product, price, channels of distribution (place) and promotion.

5. Workplace Management Skills

This unit deals with the skills and knowledge required to manage workplace relations from an industrial relations perspective. It focuses on the skills and knowledge needed by frontline managers, owners/managers of small businesses and human resource specialists.

6. Hotel Procedures

This unit deals with the skills and knowledge required to plan and conduct structured meetings involving multiple participants in tourism and hospitality establishments. It includes writing and

distributing agendas, minutes, and chairing meeting. Finally it shows how to conduct debrief and follow up of meetings.

7. Communication Skills

This module seeks to equip students with the basic communication skills. It deals with the skills and knowledge required to manage business relationships with customers or suppliers within a tourism or hospitality context. It focuses on the relationship building and negotiation skills required by specialized sales and marketing personnel and managers in the industry. It also deals with the skills and knowledge required by operators, supervisors and managers to prepare and produce a range of business documents in different tourism and hospitality workplaces and contexts. The unit focuses on the preparation of documents which may express complex ideas and required varying formats.

8. Entrepreneurship

The purpose of this Module is to equip the students with an introduction to the nature and identity of an entrepreneur, and along with an exploration and identify the student's own entrepreneurial potential. In addition, to provide student with the basic information on how to start a new venture, the nature of investment and manage of an existing business. The Entrepreneur needs to understand the legal implications and business ethics, when carrying out business. The application of creative thinking skills not only to develop new ideas by submitting a business plan based on a business model, but also problem-solving arising in the process of the venture. They will learn the foundation knowledge of creating an entrepreneur, types of business entities, business financing and its sources.

9. Principles of Quality Service

This unit deals with the skills and knowledge required to manage customer service quality in the workplace within a tourism or hospitality context. It focuses on the need to develop pro-active approaches to service quality issues with some strategic focus. Managers and some supervisors would generally undertake this role.

10. Introduction to Tourism and Hospitality

This module seeks to equip students with the basic knowledge of tourism theories. It explores major tourism concepts, what makes tourism possible, and how tourism can become an important factor in the wealth of any nation. For tourism to be successful, a great variety of components must work together. It looks at the governmental and private sector organizations that provide services, products, and destinations for travellers. It discussed tourist organizations, passenger transportation, lodging and food service providers, travel agents, wholesalers and tourism attractions. It includes the learning about travel motivation and travel behaviour. It shows the understanding and the importance of tourism planning. This unit also deals with the skills and knowledge required to access, increase and update knowledge of the hospitality industry including different industry sectors and relevant industry legislation. This knowledge underpins effective performance in all sectors and applies to all people working in the hospitality industry.

Higher Diploma

1. Human Resource Management

The academic notes covered in this module aims to provide students with the basic understanding and application of how human resource management can be strategise and functioned effectively to enable the achievement of organisational goals. The primary purpose is that students should gain skills in managing people, using the human resource activities such as recruitment and selection, compensation, job analysis and design, performance appraisal and training and development, etc. The module commences with human resource strategy and planning,

which outlines the significant role the human resource manager can play to achieve the ultimate goals and mission objectives of the organization. Then it proceeds to demonstrate that human resource planning can be effectively carried out through the various human resource activities.

2. Hotel & Tourism Law and Security

This module seeks to equip students with the basic knowledge of hotel law and security theories. It illustrates the legal system in Singapore, Hotel Act and Hotel Licensing Regulations and elements of security. It shows the importance of security and surveillance and access control. It includes the steps taken to tackle common hotel security problems. This unit deals with the skills and knowledge required to ensure business compliance with legislation governing the tourism and hospitality industries. Knowledge of specific legal issues is covered within many other units; therefore there is some overlap with this unit.

3. Hospitality Management System

The unit of Management Information Systems covers the essentials skills and in-depth knowledge required to select, use, and maintain the ever-changing technology in the present hotel business. The Management Information System looks into the aspect of Information Technology includes:

- Understanding about computer hardware and its components,
- The effective use of computer software to organize information and data.

The weight of this subject focuses in hands-on practice in computer lab. The students are taught through the Microsoft Office and its essential office procedures. The aspects that the subject covers are:

• Microsoft Soft Office – 'WORDS'

The focus is on writing business letters, notes, memos and records using word processing software.

• Microsoft Soft Office – 'EXCEL'

The students will learn the usefulness of the software when much calculations and graphics are required.

• Microsoft Soft Office – 'POWER POINT'

The students are trained to designed a professional power point presentation complete with the animations to enhance and give impacts on the presentations.

4. Hotel Sales & Marketing

This module seeks to equip students with the basic knowledge of Sales, Marketing and Personal Selling. It also provides the students with the operations and marketing information essential to driving sales. The steps to successful selling are clearly outlined and real-life situations help students learn to achieve their goals in the hospitality industry.

At same time, this unit also deals with the skills and knowledge required to promote products and services to customers. It relates to situations where the sales function is not the primary focus of work activity. It applies to those employees who deal with customers and whose job provides the opportunity to promote products and services and to ascertain changes in customer preferences, e.g. waiters, housekeepers, attraction attendants, receptionists.

5. Consumer Behaviour

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as i) how consumers think, feel, reason and select between different alternatives ii) the psychology of how the consumer is influenced by his or her environment iii) limitations in consumer knowledge or information processing abilities iv) how consumer motivation and decision strategies differ between products that differ in their

level of importance or interest that they entail for the consumer. Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

6. Workplace Management Skills

This unit deals with the skills and knowledge required to manage workplace relations from an industrial relations perspective. It focuses on the skills and knowledge needed by frontline managers, owners/managers of small businesses and human resource specialists.

7. Operational Planning

This module deals with the tools, skills and knowledge required to undertake workplace planning, managing projects and employing strategies that are carried out by team leaders and supervisors. It examines the tools that are used to analyse an industry's environment and how such tools facilitate the decision-making processes in an organisation. The emphasis is on developing and implementing plans based on the correct tools.

8. Front Office Skills

This unit deals with the skills and knowledge required to communicate effectively on the telephone and to receive and process reservations for a tourism or hospitality product or service offered for sale to agents or direct to the consumer. This unit also deals with the skills and knowledge required to handle check-in via the telephone; follow-up on different methods of payment and handling room/rate changes during the guest entire stay. At the same time equip the students with the ability and skills of guest relations and public relations.

9. Research Skills

This research module provides students with a basic understanding of the research process and with the relevant skills necessary to produce a literature survey on their particular research areas. In particular, this module discusses on how to design questionnaire, ways of collecting data, data analysis, interpreting and how to write the research report.

10. Meetings, Incentives, Conventions and Exhibitions

This module seeks to equip students with the skills and knowledge required to co-ordinate the final preparation and set-up of a major event comprising multiple components and to manage all aspects of the on-site operation.

11. Food and Beverage Related Operations

This module deals with the application of computer systems and software in food and beverage operations, including common software applications, point-of-sale systems and internet resources. It also focuses on cashiering and the responsibilities of the stewarding department, the room service department and the banqueting department. Finally, it gives an introduction to the setting up of different types of functions, handling of emergencies and basic first aid.

12. Restaurant Service

This module seeks to equip students with the basic communication skills. It deals with the skills and knowledge required to manage business relationships with customers or suppliers within a tourism or hospitality context. It focuses on the relationship building and negotiation skills required by specialized sales and marketing personnel and managers in the industry. It also deals with the skills and knowledge required by operators, supervisors and managers to prepare and produce a range of business documents in different tourism and hospitality workplaces and contexts. The unit focuses on the preparation of documents which may express complex ideas and required varying formats.

Entry Requirements

Students who have successfully completed a relevant Singapore polytechnic Diploma or HND or China Dazhuan diploma or a relevant Higher Diploma from either the FY Institute of Technology or the Qingdao Feiyang Vocational & Technical College or equivalent can be admitted directly into the final year of the degree programme.

How to Apply

To apply, applicants must complete and submit the prescribed application form.

The Application must be accompanied by the following:

- **A one time non-refundable application registration fee**
- **1 copy of official transcripts from university/college**
- **1 copy of each official certificate**
- **1 Passport sized photograph**
- **Proof of English Language Proficiency**
(for students from non-English speaking countries)



Our main campus is located at Potong Pasir. It occupies 20,000 square meters of land on a convenient location with good facilities. Our city campus is situated centrally at Middle Road (Bugis MRT) with the Singapore Management University and Nanyang Academy of Fine Arts adjacent to us in the arts, culture and education district. A good learning and cultural atmosphere is conducive to any student development especially in conjunction with excellent classrooms and engineering & computer laboratory facilities.



FYIT (SINGAPORE)

135 Middle Road #03-01 Bylands Building, Singapore 188975

Tel: (+65) 6336 3878 Fax: (+65) 6338 1078 • Email: lesjames@sit.edu.sg • www.sit.edu.sg