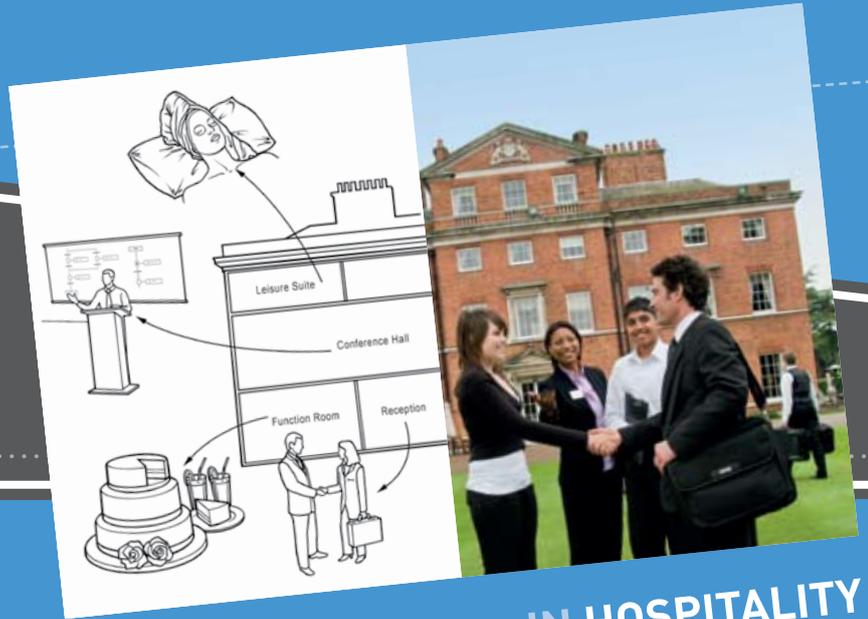


The Diploma

Bringing learning to life



IN HOSPITALITY

“Compass Group PLC is delighted to have been instrumental in developing this programme, and as the market leader in contract food service globally, will really value the skills of candidates who have achieved the Diploma. We trade in over 60 countries and people are core to our business delivery. The opportunities at home or abroad are endless in both operational and specialist roles as careers develop from courses like this.”

Mike Stapleton,
UK Corporate Affairs Director,
Compass Group PLC



Join an industry where the world is your oyster

There are many sectors in the hospitality industry including hotels, restaurants, leisure, events, public houses, and contract food services.

Many new job opportunities are being created every day, and there is a shortage of skilled staff. At the end of August 2007, over 140 new hotels had opened in the UK in the space of 12 months, with almost £3bn invested in the industry during that period – more than in any previous year.

Communication and interpersonal skills, team working, problem solving, numeracy and knowledge of IT are all important if you want to work in this sector. A career in hospitality could open up the world for you. Many hospitality companies are international and offer opportunities to work abroad.

TAKE ON BOARD ESSENTIAL SKILLS AND EXPERIENCE

The Diploma in Hospitality will give you a taste of the huge range of opportunities, jobs and career paths offered by the industry. Because the sector is driven by customer service, a positive attitude will get you a long way. You may discover a passion for travel, enjoy exotic food, or even become a top chef or hotel and restaurant owner!

Much of the industry is made up of small businesses so the opportunities for entrepreneurship are vast. The Diploma reflects this by teaching you what you need to know to set up and run your own business.

What will I learn?



The Diploma in Hospitality focuses on four main themes:

The hospitality industry: This introduces you to the basics of the sector and shows you the impact that the hospitality industry has on the UK economy and the excitement of working within it.

People in hospitality: The hospitality industry is a 'people-based' industry. This theme looks at how important your people skills are, not only to the success of the business but in how you work with your colleagues.

Hospitality operations: You will explore how food and beverages are prepared and served to customers, including food safety, foods from different cultures and the principles of healthy eating. You will also have a chance to develop some practical skills in cooking.

Business and finance in hospitality (introduced across other topics at Foundation level): This theme covers important business and financial practices, and at Advanced level looks at budgeting, planning, financial control and marketing.

HOW IS THE DIPLOMA MADE UP?

Principal learning (subject learning you have to do)

The core hospitality subjects are at the heart of the Diploma. These will introduce you to the essential things you need to know about the industry. You'll learn about the issues that are affecting the industry today, how it works and you'll develop useful skills to work within it.

ACTIVITIES YOU MIGHT DO IN YOUR PRINCIPAL LEARNING

These are just some examples of the kind of learning you'll be doing.

FOUNDATION DIPLOMA	HIGHER DIPLOMA	ADVANCED DIPLOMA
<p>The hospitality industry You'll learn about the different aspects of the industry. You could, for example, compare the prices, range and customer service of the cafes and restaurants in your local area.</p> <p>People in hospitality You'll learn how Hospitality is a customer-centred business. You could, for example, take part in a simulation exploring what happens when a customer is not happy with the service in a restaurant.</p> <p>Hospitality operations You'll learn about the importance of food preparation and presentation. You could, for example, design, shop for, prepare and then serve a meal for a bistro menu.</p>	<p>The hospitality industry You'll learn how the law affects the industry. You could, for example, investigate how local bed and breakfast establishments keep their guests healthy and safe.</p> <p>People in hospitality You'll learn about the principles of healthy eating. You could, for example, create a selection of non-alcoholic cocktails that would appeal to young people or prepare and cook a healthy meal for young children.</p> <p>Hospitality operations You'll learn about the key role of communications in the industry. You could, for example, visit a local hotel and find out how the different teams communicate with each other so that customer needs are met.</p> <p>Business and finance in hospitality You'll learn some of the basics of financial management. You could, for example, construct a budget and accounts for a new coffee shop outlet.</p>	<p>The hospitality industry You'll learn about how the industry thrives on fresh ideas. You could, for example, develop a concept for a client in a contract food service outlet and work out all the things that you'd need to do to get it up and running.</p> <p>People in hospitality You'll learn how attitude is central to customer service. You could, for example, explore how the front and back of house staff work seamlessly to ensure excellent customer service when a customer arrives at a hotel.</p> <p>Hospitality operations You'll learn about team work and management in the industry. You could, for example, put together a team of fellow students to run a "virtual" hotel and take it in turns to be the manager.</p> <p>Business and finance in hospitality You'll learn how to analyse the strengths of a business in the sector. You could, for example, carry out market research to assess potential use of a new visitor centre.</p>



ADDITIONAL AND SPECIALIST LEARNING (CHOICES YOU CAN MAKE)

At each level, you can develop your particular hospitality interests further by taking specialist courses relating to your chosen subject and career ambitions. You could, for example, learn about marketing a hospitality business, events management, starting your own enterprise and more advanced cookery.

Or you might choose a GCSE or A level in subjects like maths or economics which would help you get onto a university course.

You can also broaden your course by taking additional subjects that reflect your other interests and career ambitions – like a language or a science or learning a musical instrument. Studying a foreign language can be particularly beneficial in a sector with so many international opportunities.

FUNCTIONAL SKILLS IN ENGLISH, MATHS AND ICT

Like all Diploma students, you will develop your skills in English, maths and ICT. These subjects are essential to succeed in any business or learning environment.

PERSONAL, LEARNING AND THINKING SKILLS

All Diploma students will develop personal, learning and thinking skills, such as team-working, creative thinking and self-management. These are essential in the hospitality industry and vital skills in both life and work. They will be useful to you in the future, no matter which path you take.

WORK EXPERIENCE

Your Diploma will give you the opportunity to do at least 10 days' work experience. This is a great way to use the skills you have learnt in the classroom, and experience what work is like from the inside.

STUDENT PROJECTS

During your Diploma, you'll complete a student project to demonstrate the skills and knowledge that you have learnt. This could be a written piece of work, such as a report or an investigation, or it could be a practical project.

What a **Diploma** will lead to



A Diploma in Hospitality will give you the skills you need for either university or work, and is a first step towards a career in the sector.

It could lead you to a university degree in subjects such as Hospitality, Events Management or Business.

Alternatively, it could help you begin a career in the hospitality industry or even to take the step of starting up your own business. This could be anything from an agency for hospitality staff to running a restaurant or cafe in a holiday resort.

However, the Diploma in Hospitality doesn't mean you have to opt for a career in this sector. Because a Diploma teaches a mix of subjects, it will give you the skills that will be welcomed by colleges, universities and employers, no matter what you choose to do.

Case study

THE YEAR IS 2010. THIS COULD BE THE EXPERIENCE OF ONE DIPLOMA STUDENT.

**MEET SANJEET,
A DIPLOMA IN HOSPITALITY STUDENT**

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Sanjeet, 15, from Birmingham is studying for a Higher Diploma in Hospitality.

‘I am keen on the idea of working in a hotel although I don’t know exactly what I’d like to do. I quite like the idea of managing staff. I’ve done some research into the industry and now know quite a bit about restaurants, pubs, contract food service, hotels and that kind of thing.’

WHAT I WILL LEARN...

There are several mandatory units that I have to study as part of the course. I’m learning how to use my skills in a commercial context. I think the whole area of customer service is really interesting because everyone at some point is a customer.

For the specialist learning part of my qualification I’m hoping to study food and drink service.

I’M LOOKING FORWARD TO...

I would love to do my work experience in a fashionable restaurant. I’d like to learn about décor and style as well as the other things like food hygiene and health and safety. It could be the first step towards dreaming up my own business.

THE FUTURE...

I’d like to go on to take a degree before maybe starting a career in hospitality management by joining a graduate programme with a hospitality company afterwards.

This case study is an illustration of how and why a student might decide to do a Diploma. It does not refer to a real individual.

“Students who have studied the Diploma in Hospitality will be an excellent choice for entering a Higher Education programme in a related area. They will already have a feel for the industry and will be able to use their time in Higher Education to its best, so they enter a career with a head start.”

**John Fenby, Section Head,
Faculty of Hospitality,
Manchester Metropolitan
University**





Want to find out **more?**

To find out more about the Diploma in Hospitality, speak to your teacher or careers adviser. You can also find more information about Diplomas on these websites:

www.direct.gov.uk/diplomas
www.connexions-direct.com
www.skillset.org/diplomacm

DOWNLOADING THIS LEAFLET

If you'd like to download this leaflet, go to
http://yp.direct.gov.uk/diplomas/explore_more/media_centre

FINDING A COURSE IN YOUR AREA

If you'd like to find out where you can study for this Diploma in your area, go to
http://yp.direct.gov.uk/diplomas/where_to_study

or have a look at the prospectus showing all courses in your area: follow the link on www.dcsf.gov.uk/14-19/

You can download this leaflet or order copies online at www.teachernet.gov.uk/publications Search using reference DCSF-00494-2008.

You can also order more copies by calling 0845 60 222 60; textphone 0845 60 555 60. Please quote reference 00494-2008LEF-EN.

For further information, see www.teachernet.gov.uk/diplomas

For more information about the new 14–19 curriculum, visit www.dcsf.gov.uk/14-19

Information about the structure of Diplomas and resources to support their delivery by schools and colleges are available from the Qualifications and Curriculum Authority at www.qca.org.uk/diploma

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