

Strategic Hospitality

Strategic Hospitality Management



Postgraduate Advanced Professional Diploma – Benefits

This post-graduate course provides an advanced level of specialist work-related study that covers the key knowledge, understanding and practical skills required for strategic management or ownership in the hospitality sector.

Structure of the Qualification

Three core units:

1. Hospitality Management Strategies
2. Strategic Customer Care in Hospitality
3. Management Report in Hospitality
4. Strategic Marketing in Hospitality
5. People Management and Development
6. Managing Continuous Professional Development
7. Strategic Financial Control in Hospitality

Target Group

Supervisors and middle managers in the hospitality and related industries; individuals who desire to enter the hospitality

For further information contact:

**The Caribbean Polytechnic
Institute**

6 Leinster Road
Kingston 5

Tel: 765-2471; Mobile: 366-5375

Email: info@captech.edu.jm

Web: www.captech.edu.jm

Entry Requirement: A Bachelors Degree or equivalent. Mature candidates with the necessary experience may also apply.

Cost: \$110,000.00 (does not include registration and assessment fees)

Duration: 9 Months

Start Date: (See Calendar for date and time)

Time: Sundays 9:00 – 3: p.m.

Location: Montego Bay