

Leisure and Tourism Management - Higher National Diploma (HND)

YEAR 2 SEMESTER 2

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Course: Economics of Leisure and Tourism

Department/Programme: HIGHER NATIONAL DIPLOMA IN LEISURE AND TOURISM MANAGEMENT			
Course: ECONOMICS OF LEISURE AND TOURISM	Course Code: LTM 421	Credit Hours:	4 Hours
Year: 2 Semester: 4	Pre-requisite:	Theoretical:	4 hours/week
		Practical:	0 hours/week

GOAL:

This course is designed to provide the student with the basic understanding of tourism demand and supply relationship.

GENERAL OBJECTIVES:

On completion of this course the diplomate should be able to:-

1. Understand the interplay of economics in tourism
2. Understand the techniques of demand forecasting and tourism supply
3. Know the process of interaction of demand and supply in price determination
4. Understand the role of economic theories in tourism
5. Understand the tourism price and income relationships
6. Understand the cost and investment considerations in tourism projects
7. Know the role of tourism as a basic and non-basic activity
8. Understand the process of carrying out pre-feasibility and feasibility studies in leisure and tourism
9. Understand the value of project design and its evaluation criteria
10. Understand the methods of financial evaluation in project analysis

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 1: Understand the interplay of economics in tourism.						
1	1.1 Define the concept of demand in tourism 1.2 Know the methods of measuring demand	Seek for relevant Textbooks and prepare lecture notes and teach the students	Tourism: Principles, Practices and Philosophies by McIntosh			
2	1.3 Know the method of demand prediction and projection 1.4 Understand tourism demand elasticity	Give assignments to students and grade such assignment Organize tutorial classes when necessary Organize field trips where and when necessary Encourage students to ask questions for further explanation/clarification when in doubt Encourage students to carry out class assignments				
General Objective 2: Understand the techniques of demand forecasting and tourism supply.						
3	2.1 Define forecasting 2.2 Explain the different forecasting methods	Give examples of forecasting techniques.				
4	2.3 Define the concept of supply in tourism	Do sample forecasting for students to understand.				
5	2.4 Describe the factors which determine supply of tourist products 2.5 Explain tourism supply elasticity					

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 3: Know the process of interaction of demand and supply in price determination.						
6	3.1 Explain price determination 3.2 Explain equilibrium pricing 3.3 Explain the concept of over pricing and under pricing 3.4 Explain the effect of elasticity of demand and supply on pricing	Fix prices for different tourism products; and Provide graphs on equilibrium pricing.				
General Objective 4: Understand the role of economic theories in tourism.						
7	4.1 List the relevant theories in economics of tourism 4.2 Understand the theories. 4.3 Know the application of the theories mentioned above					
General Objective 5: Understand tourism price and income relationships.						
8	5.1 List various types of tourism investments 5.2 Explain costing techniques used in tourism	Use graphs to show elasticity.	Graphs			
9	5.3 Describe investment methods 5.4 Explain economic impact of tourism 5.5 Explain cost and investment strategies on tourism					

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 6: Understand the cost and investment considerations in tourism projects.						
10	6.1 List various types of tourism investments 6.2 Understand costing techniques used in tourism 6.3 Know investment methods in tourism 6.4 Know economic impact of tourism 6.5 Understand cost and investment strategies on tourism	Work examples to show costing techniques. Use data to show economic impacts of tourism.	CBN Annual Reports.			
General Objective 7: Know the role of tourism as a basic and non-basic activity.						
11	7.1 Define basic and non-basic economic activity 7.2 Appraisals tourism as a basic and non-basic economic activity 7.3 Understand the role of tourism in the economic growth and development of a country					
General Objective 8: Understand the process of carrying out pre-feasibility and feasibility studies in leisure and tourism.						
12	8.1 Define/explain feasibility studies 8.2 Know the processes of carrying out pre-feasibility and feasibility studies	Ask students to do a feasibility study of a small tourism enterprise.				

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 9: Understand the value of project analysis.						
13	9.1 Define project analysis 9.2 Explain the process of project analysis 9.3 Explain the importance of project analysis	Apply quantitative methods to explain processes of project analysis.				
General Objective 10: Understand the value of project design and its evaluation criteria.						
14	10.1 Know what is project design and the process of project design 10.2 Know the principles of evaluation	Show examples of Evaluation for students to understand.				
General Objective 11: Understand the methods of financial evaluation in project analysis.						
15	11.1 Understand financial evaluation 11.2 Understand the principles and processes of financial evaluation					

Assessment:

Give details of assignments to be used:
feasibility study in pairs 60 %; presentation of feasibility study to rest of class 40 %

Recommended Textbooks & Reference

Course: Marketing for Tourism

Department/Programme: HIGHER NATIONAL DIPLOMA IN LEISURE AND TOURISM MANAGEMENT			
Course: MARKETING FOR TOURISM	Course Code: LTM 422	Credit Hours:	4.0
Year: 2 Semester: 4	Pre-requisite:	Theoretical:	2 hours/week
		Practical:	2 hours/week
Goal:			
This course is designed to provide the diplomate with the knowledge of marketing strategies and their applications.			
GENERAL OBJECTIVES			
On completion of this course the diplomate should be able to:-			
<ol style="list-style-type: none">1. Know the general principles of marketing2. Know marketing mix as related to tourism3. Understand tourism products and other marketing4. Know the importance of marketing segmentation5. Know the importance of promotion and promotional concepts in planning6. Know the application of public relations strategy in tourism marketing			

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 1: Know the general principles of marketing.						
1	1.1 Define marketing 1.2 Understand the purposes of marketing 1.3 Understand factors affecting marketing	Explain the meaning of marketing. Discuss the purposes of marketing	Textbooks, Journals	Understand assessment strategy	Explain assessment strategy in details	Assessment handout
2	1.4 Define tourism marketing 1.5 Understand the marketing concept 1.6 Understand aspects of marketing concept 1.7 Understand tourism marketing process	State the meaning of tourism marketing Discuss the concept aspects and process of marketing.	"	Understand the use of promotional material such as video in the marketing of destinations	Show Video (i.e. Tourist Board promotional material - Namibia Tourist Board has produced a very good one) Guide student to in-class discussion	
General Objective 2: Know marketing mix as related to tourism.						
3	2.1 Understand the marketing mix	Discuss marketing mix	Textbooks, Journals	Understand and assess the marketing mix of a chosen tourism destination	Case study preparation and guidelines to be given to students in the assessment of the marketing mix	Group work, flipchart and pens
4	2.2 Understand how the mix as relates to tourism				<i>(This case study assessment will be covered in the 2 practical hors of session 3 and 4)</i>	
General Objective 3: Understand Tourism products and their marketing.						
5	3.1 Understand the importance of marketing strategy for tourism sales	Explain tourism marketing role and its implication on sales. Discuss and list the tourism products.	Textbooks, Journals	Understand the importance of a marketing strategy	Guide students to the assessment of a marketing strategy	Flipchart and pens

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
6	3.2 Understand constraints in tourism marketing	State the constraints in tourism marketing.		Assess a marketing strategy	Continue from previous session	Flipchart and pens
7	3.3 Understand the role of market research in marketing	Identify the key elements in market research		Practically assess a market research	Guide students in the assessment exercise - students to identify the key element of the market research	
General Objective 4: Know the importance of marketing segmentation.						
8	4.1 Define segmentation in marketing	Explain segmentation in marketing.	Textbooks, Journals	Identify different tourism segments in Nigeria (actual and potential)	Tutor to guide in class activities	Internet access, flipchart and pens, Textbook: Niche tourism: contemporary issues, trend and cases (Novelli 2005, Oxford Elsevier)
9	4.2 Explain the importance of segmentation in tourism marketing	Discuss the importance of segmentation in tourism marketing.		Follow from previous session		
10	4.3 Understand the value of niche marketing addressing the niche tourism segments (i.e. special interest tourism)	Discuss the importance of Niche Marketing in relation to contemporary tourism trends		Student to choose a niche tourism product and assess the way it is marketed or could be potentially marketed		
General Objective 5: Know the importance of promotion and promotional concepts in planning.						
11	5.1 Define promotion 5.2 Explain the advantages of promotion	Explain the meaning of promotion Discuss the advantages of promotion.	Textbooks, Journals	Assess a promotional campaign	Tutor to select 3 to 5 promotional campaign, student to be divided into groups and assess campaigns according to theoretical input.	
12	5.3 Explain the components of promotion 5.4 Explain advertising as the most economical means of doing the sales job	Describe the components of promotion. Discuss advertising.			Continue from previous session	

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
13	5.5 Define planning	Explain planning.	Textbooks Journals		Invite a marketing expert to give a presentation on a campaign	
	5.6 Explain factors necessary for effective promotion	Discuss the factors for effective tourism promotion				
14	5.7 Explain the roles of promotion marketing tourism	Discuss roles of promotion in marketing tourism.			Tutor to guide students in assessing previous session presentation and in-class discussion	
	5.8 List factors indicating against promotion in tourism marketing	Describe factors hindering promotion in tourism marketing.				
General Objective 6: Know the application of Public relations strategy in tourism marketing						
15	6.1 Define public relations	Explain public relations and strategy.	Textbooks, Journals	Understand the PR role in marketing	Tutor to guide students in the assessment of 3-5 case studies and lead discussion	
	6.2 Define strategy	Discuss the effects of the application of public relations strategy to marketing tourism.				
	6.3 Explain the effects of the application of public relations strategy to marketing tourism					

Assessment: Marketing Plan 60 % in group of 3 and presentation of results to class 40 %

Course: Tourism Operation Management

Department/Programme: HIGHER NATIONAL DIPLOMA IN LEISURE AND TOURISM MANAGEMENT			
Course: TOURISM OPERATION MANAGEMENT	Course Code: LTM 423	Credit Hours:	4.0
Year: 2 Semester: 4	Pre-requisite:	Theoretical:	4 hours/week
		Practical:	0 hours/week
Goal:			
The course is designed to acquaint the students with management tools necessary for the effective performance of a tourism enterprise.			
GENERAL OBJECTIVES:			
On completion of this course the diplomate should be able to:-			
<ol style="list-style-type: none">1. Understand administration and management of tourism2. Understand the relationship between line staff and management staff3. Understand the need for adequate staff4. Understand the role of communication in tourism5. Understand the role of motivation in management6. Understand the role of management leadership in tourism industry7. Understand the role of management planning8. Understand decision making in management9. Understand the nature of management policies and strategies10. Understand the nature of organization11. Understand the importance of control in tourism.			

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 1: Understand administration and management of tourism.						
1	1.1 Define tourism management 1.1 Explain the functions of tourism management	Discuss tourism management Discuss the functions of tourism management	Tourism: Principles, Practices			
2	1.2 Outline the various organizational structures and their nature 1.3 Explain the relationship between the various structures	State the various organizational structure and their nature Discuss the relationship between the various structure.	and Philosophies by McIntosh			
General Objective 2: Understand the relationship between staff live and staff management						
3	2.1 Identify live and staff management 2.2 Explain their roles in a tourism organization	Distinguish line and staff management. Discuss their roles in a tourism organization	Textbooks			
4	2.3 Explain their span of control 2.4 Explain the relationship between them	Discuss their span of control Discuss the relationship between them.				
General Objective 3: Understand the need for adequate staff.						
5	3.1 Outline the responsibilities of a staff manager 3.2 Examine the manpower requirement of the tourist industry	State the responsibilities of a staff manager Discuss the manpower requirement.	Textbook			
6	3.3 Identify sources of manpower recruitment 3.4 Explain recruitment, placement and training in the tourist industry	Highlights sources of manpower recruitment. Discuss recruitment, placement.	Textbook			

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 4: Understand the role of communication in tourism.						
7	4.1 Identify communication channels 4.2 Explain each of the identified channels above 4.3 Explain the various means of communication	Explain the communication channels. Discuss each of the identified channels. Discuss the various means of communication.	Textbook			
General Objective 5: Understand the role of motivation in management.						
8	5.1 Define motivation 5.2 Identify theories of management 5.3 Explain the theories in 5.2 above 5.4 Assess the application of the theories	Explain motivation Discuss theory of management Discuss the theories in 5.2 above Examine the application of the theories.	Textbook			
General Objective 6: Understand the role of management leadership in the tourism industry.						
9	6.1 Define leadership 6.2 List the types of leadership and explain each of them 6.3 Explain the importance of delegation of authority 6.4 Explain the roles of management leadership in the tourist industry	Explain leadership Enumerate the types of leadership and discuss each of them. Discuss the importance of delegation authority. Discuss the roles of management leadership in the tourist industry.	Textbook			

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 7: Understand the role of management planning.						
10	7.1 Define/explain management planning	Discuss management planning	Textbook			
	7.2 Explain the nature of planning	Discuss the nature of planning.				
	7.3 Explain the purpose of planning	Discuss the purpose of planning				
	7.4 Describe the steps in management planning	Explain the steps in management planning				
General Objective 8: Understand decision making in management.						
11	8.1 Explain decision making	Discuss decision making	Textbooks			
	8.2 Explain the importance of decision making in management	Discuss the importance of decision making in management				
	8.3 Explain the principles of decision making	Discuss the principles of decision making				
	8.4 Explain the techniques in decision making	Discuss the techniques in decision making				
	8.5 Explain factors that affect decision making.	Discuss factors that affect decision making.				
General Objective 9: Understand the nature of management polices and strategies.						
12	9.1 Define management policy	Discuss management policy	Textbooks.			
	9.2 Define/explain management strategies	Discuss management strategies				
	9.3 Outline various policy functions					

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
13	9.4 Explain the various strategies to achieve policy goals 9.5 Explain the importance of policies in management 9.6 Explain policy implementation procedures	List various policy functions Discuss the various strategies to achieve policy goals. Discuss the importance of policies in management Discuss policy implementation procedures.				
General Objective 10: Understand the essence of organization.						
14	10.1 Define organization 10.2 Explain the nature and purpose of organization 10.3 Explain former and informal patterns of organizations	Discuss organization Discuss the nature and purpose of organisation Discuss formal and informal patterns of organisation.				
General Objective 11: Understand the importance of control in tourism.						
15	11.1 Define control 11.2 List and explain types of control 11.3 Explain methods and techniques and control 11.4 Explain the applications of control measures in tourism	Explain control State and discuss types of control Discuss methods and techniques and control Discuss the applications of control measures in tourism.				

Assessment:

Give details of assignments to be used:
 Individual essay 60 % and group seminar 40 %

Recommended Textbooks & References:

Course: Small Business Management II

Programme: Statistics (Higher National Diploma)			
Course: Small Business Management II	Course Code: LTM 427	Total Hours:	4
Year: 2 Semester: 1	Pre-requisite:	Theoretical:	2 hour/week
		Practical:	2 hour/week
<p>Goal:</p> <p>This course is designed to provide the student with further basic knowledge on the various tools used in the management of small-scale businesses.</p> <p>GENERAL OBJECTIVES:</p> <p>On completion of this course, the diplomate will be able to:</p> <ol style="list-style-type: none"> 1. Understand the financing of small business enterprises 2. Understand financial management in a small business enterprise 3. Understand credit control in small business enterprises. 4. Understand the organization, and its structure for a small-scale enterprise. 5. Understand a small-scale enterprise information system. 6. Understand marketing management for a small-scale enterprise. 7. Produce a business plan for a small-scale enterprise. 8. Be able to give a presentation on a business plan for a small-scale enterprise. 			

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 1: Understand the financing of small business enterprises.						
1	<p>1.1 Estimate the capital needs of a selected small business.</p> <p>1.2 State sources of finance for small business.</p> <p>1.3 Explain the roles of specialized institutions in financing small businesses.</p> <p>1.4 Explain how to source short-term and long-term credits</p>	<p>Explain sources of capital and how to estimate needed capital for a small business.</p> <p>Explain short-term and long term credits and their sources.</p> <p>Explain the roles of specialized institutions in financing small businesses in the areas of:</p> <p>a) Provision of SME equity.</p> <p>b) Provision of term loan opportunities for SMEs investment schemes.</p> <p>c) Provision of working capital facility for SMEs</p> <p>d) Financing SMEs through leasing.</p> <p>e) Financing SMEs for non-oil export.</p> <p>f) Financing SMEs through the capital market.</p> <p>g) General requirements/conditions for market financial assistance to SMEs</p>	<p>Text Books</p> <p>Journals</p> <p>Publications</p>	<p>Apply all the theoretical contexts to come from the rest of the course to the assigned business.</p> <p>Prepare a financing plan.</p> <p>Identify various sources of funds and their costs.</p> <p>The group will meet together in all practical sessions and each group will have to submit a project about their assigned business at the end of the course.</p>	<p>From one the beneficiaries of the institutions handling SME, describe the learning outcomes.</p> <p>The teacher to set up student groups of (3-4) students each and assign a type of business for each group.</p>	<p>Internet and relevant websites</p>

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
2	<p>1.5 Explain the various reasons for borrowing.</p> <p>1.6 Describe costs of borrowing with some examples.</p> <p>1.7 Explain how to approach lenders.</p> <p>1.8 Explain reasons for financial plans.</p>	<p>Explain various reasons for borrowing.</p> <p>With some examples, explain cost of borrowing.</p> <p>Explain reasons for financial plan and how to approach a lender</p>	<p>Text Books</p> <p>Journals</p> <p>Publications</p>	<p>Prepare a financing plan for their assigned business.</p> <p>Identify various sources of funds and their costs.</p> <p>Describe how to approach lenders.</p>	<p>From one the beneficiaries of the institutions handling SME, describe the learning outcomes.</p>	<p>Internet and relevant websites</p>
General Objective 2: Understand financial management in a small business enterprise						
3	<p>2.1 Explain the need for sound financial management in small business.</p> <p>2.2 Prepare the basic financial records required for small business enterprises and their operation.</p> <p>2.3 Explain preparation of key financial statements - cash flow, profit and loss account and balance sheet.</p> <p>2.4 Explain preparation of depreciation schedule.</p>	<p>Explain the need for sound financial management in small businesses</p> <p>Explain basic financial records</p> <p>Explain key financial statements.</p> <p>Explain depreciation.</p>	<p>Text Books</p> <p>Journals</p> <p>Publications</p> <p>Formats of prime books of accounts.</p>	<p>Describe the various records require to operate their assigned SME</p> <p>Describe key financial statements and how to prepare a depreciation schedule.</p>	<p>Guide students to prepare the records, extract key financial statements to determine BEP, loss or gain.</p>	<p>Internet and relevant websites</p>

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
4	<p>2.5 Explain how to determine gross margin and net profit.</p> <p>2.6 Explain preparation of loan repayment schedule (AMORTIZATION)</p> <p>2.7 Explain how to determine break-even-point (BEP).</p> <p>2.8 Explain problem of financial management in small enterprises.</p>	<p>Explain gross margin and net profit and Break-even-point (BEP).</p> <p>Explain the various types of loan repayment and their application.</p> <p>Guide students to prepare a depreciation schedule for a selected business, extract its cash flow, profit and loss and balance sheet to determine its break -even- point, gross margin and net profit.</p> <p>Explain problems of financial management in small enterprises.</p>	<p>Text Books</p> <p>Journals Publications</p> <p>Formats of prime books of accounts.</p>	<p>Describe key financial statements and how to prepare a depreciation schedule.</p> <p>Use appropriate application packages to do amortization.</p>	<p>Guide students to prepare the records, extract key financial statements to determine BEP, loss or gain.</p>	<p>Internet and relevant websites</p>
General Objective 3: Understand credit control in small business enterprises.						
5	<p>3.1 Explain credit control</p> <p>3.2 Explain the various steps in extending credits to customers.</p> <p>3.3 Identify sources of information on credits.</p>	<p>Explain credit control</p> <p>Explain the 3c's of credit (character, capacity and condition).</p> <p>Explain where and how to get information on credits.</p>	<p>Text Books</p> <p>Journals Publications</p>	<p>Identify how credits can be extended to their assigned small business, sources and costs of the credits</p>	<p>Identify the CS of credit.</p> <p>Use internet to get information on credits</p>	<p>Internet and relevant websites</p>
6	<p>3.4 Explain consumer credit and credit cards.</p> <p>3.5 Explain reasons for credits to small business enterprises.</p> <p>3.6 Identify cost of credit</p>	<p>Explain consumer credit and credit card.</p> <p>Explain reasons for credit to small business enterprises and their costs.</p>	<p>Text Books</p> <p>Journals Publications</p>	<p>Identify credit cards and reasons for credit</p>	<p>Identify the CS of credit.</p> <p>Use internet to get information on credits</p>	<p>Internet and relevant websites</p>

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 4: Understand the organization, and its structure for a small-scale enterprise.						
7	4.1 Understand organization charts for small-scale enterprises. 4.2 Understand span of supervision.	Explain Demonstrate.	Textbook Handouts Charts	Know how to set staffing requirements for their assigned small business. Know how to develop job description of jobs required.	Guide students to develop organization charts, job description and job specification and to identify different functions of their assigned business.	Sample forms Charts
8	4.3 Understand formal communication structure for a small business. 4.4 Developing job-know how to set specifications for the operation of small business.	Explain Demonstrate.	Textbook Handouts Charts	Know how to develop job description of jobs required for their assigned business. Know how to develop job specification	Guide students to develop organization charts, job description and job specification and to identify different functions of their assigned business.	Sample forms Charts
General Objective 5: Understand a small-scale enterprise information system.						
9	5.1 Understand management information system. 5.2 Understand accounting information system. 5.3 Understand production information system.	Explain & demonstrate sample systems. Demonstrate the need of each system for the small business.	Textbook Handouts	Know the important information required for each system within the context of their assigned business.	Guide students with their assigned study Guide on use of appropriate software	Appropriate computer software
10	5.4 Understand financial information system. 5.5 Understand marketing information system. 5.6 Understand inventory information system.	Explain & demonstrate sample systems. Demonstrate the need of each system for the small business.	Textbook Handouts	Know the important information required for each system within the context of their assigned business.	Guide students with their assigned study Guide on use of appropriate software	Appropriate computer software

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 6: Understand marketing management for a small-scale enterprise.						
11	<p>6.1 Know how to identify markets for different products.</p> <p>6.2 Know the steps in conducting a market survey to determine demand and supply for a particular product.</p> <p>6.3 Appreciate the need for product development for satisfying consumer needs.</p>	<p>Explain and give examples of certain products.</p> <p>Demonstrate steps.</p> <p>Explain why product development is important and is an on going process.</p> <p>Explain different pricing strategies and conditions and circumstances for choosing a particular strategy</p>	<p>Textbook</p> <p>Handouts</p>	<p>Identify markets and conduct survey applied to their assigned business.</p> <p>Explain channels of distribution for sample products.</p> <p>Explain different pricing methods and determinants of methods.</p>	<p>Guide students with their assigned study</p>	<p>Textbook</p> <p>Handouts</p>
12	<p>6.4 Understand channels of distribution for products and services.</p> <p>6.5 Understand pricing strategies.</p>	<p>Explain and give examples of certain products.</p> <p>Demonstrate steps.</p> <p>Explain why product development is important and is an on going process.</p> <p>Explain different pricing strategies and conditions and circumstances for choosing a particular strategy</p>	<p>Textbook</p> <p>Handouts</p>	<p>Identify markets and conducts survey within the context of their assigned business.</p> <p>Explain channels of distribution for sample products.</p> <p>Explain different pricing methods and determinants of methods.</p>	<p>Guide students with their assigned study</p>	<p>Textbook</p> <p>Handouts</p>
13	<p>6.6 Understand promotion and sales activities for small-scale enterprises.</p> <p>6.7 Ability to analyse consumer behaviour and anticipation of demand.</p> <p>6.8 Ability to analyse competitors and developing market SWOT analysis.</p>	<p>Explain elements of promotion.</p> <p>Identify advantages & disadvantages and usage of promotion elements at different stages of product life cycle.</p> <p>Explain SWOT analysis and how to identify and assess strengths, weaknesses, opportunities and threats.</p>	<p>Textbook</p> <p>Handouts</p>	<p>Appreciate the importance of promotional activities for a small business.</p> <p>Understand the process of SWOT analysis.</p>	<p>Guide students with the application of promotion and sales activities on the assigned businesses</p> <p>Guide students to develop SWOT for the assigned businesses given present trends and marketing environment</p>	<p>Samples of Promotional materials</p> <p>SWOT analysis form</p>

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 7: Produce a business plan for a small-scale enterprise.						
14	7.1 Assimilate the previous aspects of the course to produce a complete business plan for the assigned small business.	Oversee and support the production of the business plan	Textbook Handouts	Be able to contribute to the preparation of a business plan as a member of a group	Oversee and support the production of the business plan	Textbook Handouts
General Objective 8: Be able to give a presentation on a business plan for a small-scale enterprise						
15	8.1 Prepare a presentation on a business plan for the assigned small-scale enterprise. 8.2 Give a presentation on a business plan for the assigned small-scale enterprise.	Evaluate presentations and give feedback	Presentation materials	Be able to be part of a group presentation and have responsibility for part of that presentation.	Evaluate presentations and give feedback	Presentation materials

Assessment:

Give details of assignments to be used:
Coursework/Assignments %; Course test %; Practical %; Examination %

Type of Assessment	Purpose and Nature of Assessment	Weighting (%)
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 1 progress test for feed back.	25
Practical/Project	Project with group (25%) and individual (50%) components to be assessed by the teacher	75
Total		100

Recommended Textbooks & References:

Course: Project

Programme: Statistics (Higher National Diploma)			
Course: Project	Course Code: LTM 426	Total Hours:	6
Year: 2 Semester: 4	Pre-requisite:	Theoretical:	0 hours/week
		Practical:	6 hours/week
Goal:			
This course is designed to enable the student to undertake an individual project and write a report on it.			
GENERAL OBJECTIVES:			
On completion of this course, the diplomate should be able to:			
<ol style="list-style-type: none">1. Research a chosen topic at HND level from available sources.2. Collect data on the chosen topic.3. Produce a report on the chosen topic.			

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 1: Research a chosen topic at HND level from available sources.						
1	1.1 Choose, under guidance, an appropriate topic of interest.	Provide guidance in finding suitable topics.	Textbooks Lecture Notes Internet	Selection of a topic of interest.	Provide guidance in finding suitable topics.	Textbooks Lecture Notes Internet
2	1.2 Research a chosen topic from available sources.	Provide guidance in finding suitable sources.	Textbooks Lecture Notes Internet	Demonstrate research ability	Provide guidance in finding suitable sources.	Textbooks Lecture Notes Internet
3	1.2 (continued) Research a chosen topic from available sources.	Provide guidance in finding suitable sources.	Textbooks Lecture Notes Internet	Demonstrate research ability	Provide guidance in finding suitable sources.	Textbooks Lecture Notes Internet
4	1.2 (continued) Research a chosen topic from available sources.	Provide guidance in finding suitable sources.	Textbooks Lecture Notes Internet	Demonstrate research ability	Provide guidance in finding suitable sources.	Textbooks Lecture Notes Internet
General Objective 2: Collect data on the chosen topic.						
5	2.1 Collect data on the chosen topic from available sources.	Provide guidance in collecting data	Textbooks Lecture Notes Internet	Demonstrate ability to collect data	Provide guidance in collecting data.	Textbooks Lecture Notes Internet

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
6	2.1 (continued) Collect data on the chosen topic from available sources.	Provide guidance in collecting data	Textbooks Lecture Notes Internet	Demonstrate ability to collect data	Provide guidance in collecting data.	Textbooks Lecture Notes Internet
7	2.1 (continued) Collect data on the chosen topic from available sources.	Provide guidance in collecting data	Textbooks Lecture Notes Internet	Demonstrate ability to collect data	Provide guidance in collecting data.	Textbooks Lecture Notes Internet
8	2.1 (continued) Collect data on the chosen topic from available sources.	Provide guidance in collecting data	Textbooks Lecture Notes Internet	Demonstrate ability to collect data	Provide guidance in collecting data.	Textbooks Lecture Notes Internet
9	2.1 (continued) Collect data on the chosen topic from available sources.	Provide guidance in collecting data	Textbooks Lecture Notes Internet	Demonstrate ability to collect data	Provide guidance in collecting data.	Textbooks Lecture Notes Internet
General Objective 3: Produce a report on the chosen topic.						
10	3.1 Produce a report on the chosen topic.	Provide guidance in report writing	Textbooks Lecture Notes Internet	Demonstrate ability in report writing	Provide guidance in report writing	Textbooks Lecture Notes Internet

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
11	3.1 (continued) Produce a report on the chosen topic.	Provide guidance in report writing	Textbooks Lecture Notes Internet	Demonstrate ability in report writing	Provide guidance in report writing	Textbooks Lecture Notes Internet
12	3.1 (continued) Produce a report on the chosen topic.	Provide guidance in report writing	Textbooks Lecture Notes Internet	Demonstrate ability in report writing	Provide guidance in report writing	Textbooks Lecture Notes Internet
13	3.1 (continued) Produce a report on the chosen topic.	Provide guidance in report writing	Textbooks Lecture Notes Internet	Demonstrate ability in report writing	Provide guidance in report writing	Textbooks Lecture Notes Internet
14	3.1 (continued) Produce a report on the chosen topic.	Provide guidance in report writing	Textbooks Lecture Notes Internet	Demonstrate ability in report writing	Provide guidance in report writing	Textbooks Lecture Notes Internet
15	3.1 (continued) Produce a report on the chosen topic.	Provide guidance in report writing	Textbooks Lecture Notes Internet	Demonstrate ability in report writing	Provide guidance in report writing	Textbooks Lecture Notes Internet

Assessment:

Give details of assignments to be used:

Coursework/Assignments %; Course test %; Practical %; Projects %; Examination %

Type of Assessment	Purpose and Nature of Assessment	Weighting (%)
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	0 progress tests	0
Practical	Report of (up to 9,000 word) 25-30 pages length	100
Total		100

Recommended Textbooks & References:

Course: Sociology of Tourism

Department/Programme: Higher National Diploma Leisure and Tourism Management			
Course: SOCIOLOGY OF TOURISM	Course Code: LTM 412	Credit Hours:	3
Year: 2 Semester: 2	Pre-requisite:	Theoretical:	2 hours/week
		Practical:	1 hours/week
GOAL:			
The course is designed to give diplomate a through understand social -psycho behaviours of tourist			
GENERAL OBJECTIVE:			
On completion of this course the diplomate should be able to:			
1.0 Understand sociology as a body of scientific knowledge			
2.0 Understand social groups and their behaviours patterns			
3.0 Know social institutions and their impact to society			
4.0 Understand culture and influence on the individual, the group and society in general			
5.0 Understand the political role of gender in tourism research			
6.0 Understand the positive and negative impacts of tourism			

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
Specific Objective 1.0: Understand sociology as a body of scientific knowledge.						
1	1.1 Define sociology 1.2 Define scope of sociology and its methods	Discuss Sociology	Textbooks Journals			
2	1.3 Describe the historical development of sociology					
3	1.4 Analyse the inter-relationship of sociology and other sciences					
GENERAL OBJECTIVE 2.0 Understand social groups and their behavioural pattern						
4	2.1 Define society 2.2 Identify the basic groups of society, e.g. aggregate, category, social and formal groups.	Discuss society Assignments Tests	Textbooks Journals			
5	2.3 Differentiate between: a) Voluntary and involuntary groups b) In groups and out groups	a) Discuss voluntary and involuntary groups b) In groups or out groups.				
6	2.4 Name the characteristics of reference groups	State the characteristic of reference groups.				
GENERAL OBJECTIVE 3.0 Know social institutions and their impact to society.						
7	3.1 Define social institution 3.2 Identify basic social institution	Discuss social institution		Text books Journals.		
8	3.3 Delineate the most important characteristic of institution 3.4 Enumerate the specific functions of social institutions	Analyse basic social institution identify the most important characteristic of institution state. The functions of social institutions.				

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
9	3.5 Explain the concepts of: a) Transfer of functions b) Competition and cooperation among institutions c) Institutional universality and variation	Define the concepts of a) Transfer of functions b) competition and cooperatives among institution. c) Institutional universality and variation.	Textbooks and Journals			
GENERAL OBJECTIVE 4.0 Understand culture and influence on the individual, the group and society in general.						
10	4.1 Define culture 4.2 Distinguish between material and non-material aspects of culture	Discuss culture differentiate between material and non-material aspects of culture Discuss culture.		Textbook, Journals		
11	4.3 Analyse culture as a mode of communication 4.4 Describe culture norms, values, folkways	Define culture norms, values, folkways.	Textbook, Journals			
GENERAL OBJECTIVE 5.0 Understand the political role of gender in tourism research						
12	5.1 Define gender differences in tourism 5.2 Identify gender differences in employment and ownership	Discuss gender differences in tourism Analyse gender difference in employed ownership.	Textbooks, Journals			
13	5.3 Explain gender differences in marketing, souvenirs and attractions 5.4 Explain prospects for policy changes	Discuss gender differences in marketing, souvenirs and attractions. Discuss prospects for policy changes.		Design different souvenirs/Artefacts like a) Brass,	Supervise the students	Souvenirs/Artefacts.

Theoretical Content				Practical Content		
Week/s	Specific Learning Outcomes	Teacher's activities	Resources	Specific Learning Outcomes	Teacher's activities	Resources
				b) Beads for dressing c) Clay pot d) Art work e) Key holders f) Caps g) Biro h) Local mats etc.		
GENERAL OBJECTIVE 6.0 Understand the positive and negative impacts of tourism						
14	6.1 Identify the economic impact of tourism 6.2 Explain the political costs and benefits of tourism	Discuss the economic impact of tourism Discuss the political costs and benefits of tourism	Textbooks and Journals			
15	6.3 Identify socio-cultural effects 6.4 Identify environmental and ecological effects	Explain socio-cultural effects. Explain environmental and ecological effects.				

Project 100%

Course: Advanced WebPage Design

PROGRAMME: HND Office Technology and Management			
Course: Advanced WebPage Design	Code: OTM 425	Credit Unit:	4 hours
Semester: 4	Pre-requisite: ICT Office Application I & ICT Office Application II	Theoretical:	1 hours/week - 25 %
		Practical:	3 hours/week - 75 %
Aim/Goal:			
<p>This module is designed to enable students to understand the importance of designing web pages for modern offices; have a full command of a web design software application to improve business online performance; and understand the impact of using the Internet for business and commerce in the modern economy.</p>			
GENERAL OBJECTIVES:			
<ol style="list-style-type: none">1. Understand the principles of Web Page Design and their impact on businesses2. Develop student skills designing successful WebPages for business.3. Importance of the Internet in business practice: E-business and E-commerce			

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's Activities	Resources	Specific Learning Outcomes	Teacher's Activities	Resources
General Objective 1: Understand the principles of Web Page Design						
1-2	State the importance of websites for businesses.	Explain the different types of websites and information delivery using the Internet.	Hands-out Examples	Advantages of using software to create, link and format simple web pages. <ul style="list-style-type: none"> • Identify and use of appropriate software correctly • Find MS Front Page in the windows environment (when using Windows 98, 2000 or XP) 	Explain differences, advantages and disadvantages between software available for the task (eg HTML editor/text editor & browser software). Group students and produce a game where they select the right software for specific tasks. Student group presentations explaining the reason why preferring a software for a specific task.	2 printers available per computer lab. * MS Front Page application available in each computer
General Objective 2: Develop the students skills designing successful WebPages for business.						
3-8	Identify methods for developing competitive web pages in businesses.	Explain how to identify the business key areas	Hand-outs Text-books	Explain the role of mapping webpages Explain key steps to develop successful web pages: <ul style="list-style-type: none"> • Import and paste text and image files • Align page items • Use of 3 different font sizes • Change background 	Show how to produce a web-site map based on the business competitive needs and aims. Explain the basic mechanism of web page formatting (HTML tags). Explain how to import/insert and image into a web page using the chosen software, and following copyrights. Explain how to emphasise texts (bold, italic), and to set the font size for specific text, following international and accessibility	2 printers available per computer lab. * MS Front Page application available in each computer and hand-out support material

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's Activities	Resources	Specific Learning Outcomes	Teacher's Activities	Resources
				colour <ul style="list-style-type: none"> • Emphasise text • Edit text • Control text flow • Alignment of page items to the left, right and centre 	standards). Demonstrate how to set background colour and differences between background colour and background image (following international and accessibility standards). Explain the correct use and format of basic hypertext links. Show the correct use of external hyperlinks using <i>http:</i> and <i>mailto:</i> Explain the importance of testing that hyperlink function correctly. Show the effects of editing HTML format code on the browser display.	
				Use of E-mail hyperlinks <ul style="list-style-type: none"> • Link pages • Insert external links • Insert Email link • Test links • Insert link text • Retain original data formatting 	Explain the need to refresh or reload web pages after editing. Explain and demonstrate the main management techniques of file menu, open, save, save as, close). Explain the basic structure of basic structure of an HTML page. Show how to print from the chosen browser software using default print settings. Explain the importance of Meta tags to define content. Show how to	Hand-outs Guidelines

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's Activities	Resources	Specific Learning Outcomes	Teacher's Activities	Resources
				<p>Understand the document management techniques for the chosen software</p> <ul style="list-style-type: none"> • Create a new document • Save document • Print web pages • Print html source code • Close document • Publish web pages on local and public search engines <p>Show 'Bobby' testing website for successful website design.</p> <p>Emphasise the importance of getting copyright permission when appropriate.</p>	<p>select and publish a pre-designed web page.</p> <p>Group students and set tasks to produce a simple webpage for a fictitious business following standards, principles and guidelines.</p> <p>Group students ask them to test their website development.</p> <p>Promote student discussions to reflect upon Dos and Dont's when designing webpages for businesses.</p> <p>Produce in group a list of key guidelines for designing successful web pages.</p>	
	State the importance of testing websites to follow international standards for webpage design	Explain the importance of applying different tests to assure international standards in web design, usability and accessibility standards.	<p>Hand-outs 'Bobby' URL</p> <p>URLs explaining latest guidelines and international web design standards, etc.(i.e.: http://www.w3.org/WAI/)</p>		Group students to search the web and compare webpages vs International Standards	<p>Internet</p> <p>Max. 3 students x PC</p>

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's Activities	Resources	Specific Learning Outcomes	Teacher's Activities	Resources
General Objective 3: Importance of the Internet in business practice: E-business and E-commerce						
8-11	<p>Define information technology in business and the concepts of E-business and e-commerce.</p>	<p>Explain the driving principles of the new economy and information economy trends.</p> <p>Explain the dynamics of innovation and the organisational consequences of moving commerce to the internet. Explain the importance of information as the basis for products and production.</p> <p>Explain the main difference between: B2B & B2C Explain the appreciation of integrating technology and business strategies and the effective use of web pages.</p>	<p>Hand-outs</p> <p>Text-books</p> <p>URIs</p>	<p>Explain the impact of information technology on the practice of business</p> <ul style="list-style-type: none"> • Show examples of business models of e-business: Business to Business (B2B) and Business to Customers (B2C) e-commerce • The scope and impact of e-commerce • What an E-strategy is E-business strategies • Enterprise logistics and resource planning • Opportunities and barriers of E-commerce • Main methods to overcome barriers • Planning an E-commerce strategy 	<p>Explain the importance of customers for business. Reflect with students on using Internet for marketing and the importance of successful and competitive webpages.</p> <p>Show some Nigerians (and or other African countries) E-businesses and identify the way they do the online marketing of their products and/or services.</p> <p>Show online examples of successful Internet-based businesses (eg. www.amazon.com, www.cheapflights.com, www.barclays.com).</p> <p>Group students and make them to identify main features of the sites: buying goods and or services, advertising products, general paying procedures; design international standards, audience addressed, etc.</p> <p>Ask students to select two sites with all the main online store features.</p> <p>Practice book-marking at least 6 sites relating to successful e-tailing examples from the web. Ask them to locate at least 3 stores that compete in the same business arena. Define their individual competitive advantages</p>	<p>Handouts</p> <p>Text-books</p> <p>Internet</p> <p>Max. 3 students per PC</p>

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's Activities	Resources	Specific Learning Outcomes	Teacher's Activities	Resources
12-15	Define E-tailing, and its trend in Nigeria	Explain the importance of E-tailing in Nigeria	Hand-outs Text-books URIs	Explain E-tailing works <ul style="list-style-type: none"> • Online stores and portals • Principles of e-marketing and e-customer care • Main features of an online store: browsing, ordering, secure payment, delivery, billing, returns and warranties. • Evaluate the operations of a variety of Internet business: identification of 6 sites which includes e-tailing in some of the following areas: books, music, furniture, social events and conferences, electronic equipments, stationary, travel, baking, insurance, 	Explain the importance of use of standard forms and electronic resources to assured safe trade, transactions and effective communications. Discuss security features in a e-business website (e.g. the bigger the padlock - a small yellow feature present at the bottom of the e-commerce website- the more the security in online transactions, etc.; importance of effective firewalls in business and use of passwords). Explain the need to understand net user's attitude about online privacy (data protection). Legality of cookies in personal and corporate computer networks. Visit sites about Cyberlaw, to promote discussions on legal issues about impact of e-commerce in personal and corporate privacy rules. Discuss disclaimers terms and conditions, intellectual property rights, online advertising, trading standard issues, and impact of other countries jurisdiction when trading.	

Theoretical Content				Practical Content		
Week	Specific Learning Outcomes	Teacher's Activities	Resources	Specific Learning Outcomes	Teacher's Activities	Resources
				<p>etc.</p> <ul style="list-style-type: none"> • Location of online stores that compete in the same sector. <p>Explain the importance of security in the e-business (Transaction security, public key infrastructure, hackers, firewalls and e-mail security)</p> <p>Identify main legal issues related to e-commerce</p> <ul style="list-style-type: none"> • Online privacy principles (data protection) • Technology & policy frameworks for e-commerce <p>Cyberlaw</p>		

ASSESSMENT CRITERIA			
Coursework	Course test	Practical	Other (Examination/project/portfolio)
%	%	%	%
25		25	Project 50