

LIST OF TOPICS for EXECUTIVE EDUCATION PROGRAMMES

LEVELS

- Programme topics may range from three to five days, depending on the scope and depth desired
- Topics may be pitched at three levels
 - Basic
 - Intermediate
 - Advanced



CLASSIFICATION BY DISCIPLINE

OPERATIONS—FOOD AND BEVERAGE

1. Activity-Based Costing
2. Back-of-the-House Food and Beverage Management
3. Banquet Management and Operations
4. Beverage Knowledge
5. Creating and Developing Restaurant Concepts
6. Creative Cuisine and the “Fooding” Concept
7. Food and Beverage Management
8. Gastronomic Arts and Culture
9. HACCP and Food Safety Management
10. Sales and Marketing Tools for Food and Beverage Operators
11. Wine Appreciation and Tasting

OPERATIONS—ACCOMMODATION

12. Accommodation Management
13. Revenue Management
14. Housekeeping Management

OPERATIONS—OTHERS AND OVERALL

15. Club Management
16. Crisis Management
17. Hotel Engineering and Maintenance
18. Hotel Opening—Soft and Grand
19. Hotel Servicescape—Facility Management
20. Management of Other Operating Departments
21. Resort and Leisure Development
22. Wellness—A New Strategic Focus

HUMAN RESOURCE

23. Behaviour Modelling
24. Compensation Management and Strategy

25. Competency-Based Models
26. Contemporary Human Resource Practice
27. Counselling for Management
28. Critical HR Issues in Today's Business Environment
29. Diversity Management
30. Employee Assistance Programmes
31. Employee Recruitment
32. Employment Separation and Outplacement
33. Human Resource Development
34. Human Resource Management
35. Job/Specific Orientation vs Company/General Orientation
36. Managing the Training Function
37. Marketing HRD
38. Meritocracy-Based Performance Appraisal
39. Organizational Behaviour
40. Organizational Culture
41. Personal Development for Managers
42. The Recruitment Process (Employer)
43. Return On Investment in Training and Development
44. Train the Trainer Level I—Pedagogy
45. Train the Trainer Level II—Andragogy
46. Train the Trainer Level III—Course Design and Development
47. Train the Trainer Level IV—Testing, Assessment, Appraisal and Evaluation
48. Training Needs Analysis

SALES AND MARKETING

49. Brand Management
50. Competitive Marketing Strategies
51. Customer Relationship Management
52. Distribution Channels Management
53. Sales and Marketing Communication
54. Sales Technique and Customer Dialogue

FINANCE

55. Finance for Non-Financial Managers
56. Financial Management
57. Managerial Accounting

GENERAL MANAGEMENT, BUSINESS AND DEVELOPMENT

58. Building A Dream Team
59. Business Negotiation
60. Career Guidance and Counselling
61. Coaching Executives
62. Conflict Management
63. Cross Cultural Training
64. Cultural Diversity
65. Emotional Intelligence
66. Entrepreneurship and Competitiveness
67. Ethics From An International Perspective

68. Executive Dress Code and Business, Social and Fine Dining Etiquette
69. Facilitating Change and Innovation in Hospitality Management
70. Fengshui (Geomancy) for Personal and Professional Development
71. Intellectual Capital Management
72. The Job Search Process (Employee)
73. Knowledge Management and Organizational Learning
74. Leadership and Management
75. Management—A Customer Relations Approach
76. Management Development and Career Planning
77. Managerial Communication
78. Meet the Next Generation—The Clash of the Baby Boomers and Generations X, Y and Z
79. Occidental Business and Social Etiquette
80. Performance Improvement Management System
81. Strategic Management
82. Total Quality Management
83. Women in Leadership and Management

