

TOURISM WITH BUSINESS

COURSE CODE: 5M5011

LEVEL 5



The MBC Tourism with Business programme offers students the ideal combination of subjects to enable them to acquire the knowledge, skills and competence to gain direct entry into the work place in a tourism or business related role, to progress to MBC'S Level 6 programme or for progression to suitable CAO courses further afield.

Course Content

Module Name	Description
Tourism Principles and Practice 5N2078	The purpose of this module is to enable students understand the role of tourism and the structures within the tourist industry.
Tourism Information and Administration 5N0636	Studying this module will equip the learner with the knowledge, skill and competence to work independently in a tourist information office or in the front office/reception of a range of businesses.
Customer Service 5N0972	The aim of the module is to enable the student gain an in-depth understanding of the customer service function within an organisation and to develop effective customer service skills.
Communications 5N0690	The purpose of this module is to facilitate learners to acquire communications skills relevant to vocational, personal and interpersonal development and to explore the use of modern information and communications technology (ICT), in personal and vocational life. It enables the learner to take responsibility for his/her own learning.
Work Experience 5N1356	The purpose of this module is to provide learners with the personal knowledge, skills and capacity to participate in a suitable work placement under supervision for a limited time. Work experience includes observation of good timekeeping, working independently while under general direction, meeting deadlines, personal presentation, communication, adherence to health, safety and other relevant regulations.
Word Processing 5N1358	This module aims to equip the learner with the knowledge, skills and competence to use a word processing application to produce documents in a variety of contexts to a mailable and publishable standard whilst working autonomously and under general direction. Learners will be able to create documents applying a range of text processing features including – margins and line spacing, indenting text and paragraphs, borders and shading, numbering and bullets, copying and pasting text, enhancing text.
Irish Cultural and Heritage Resources 5N1293	Students will study the principles of good heritage management in Ireland. This will involve studying a range of local and national cultural and heritage visitor attractions.
Marketing Practice 5N1400	The purpose of this module is to provide the learner with an understanding of the role of marketing in an organisation. Students will acquire knowledge of market research and how to develop a market plan for a specific product or service. Students will examine the elements of the marketing mix - product, price, promotion and place.

Modules may be subject to change

Career Opportunities

- Customer Service
- Travel Agent
- Tour Guide/ Rep
- Tour Operator
- Banking and Insurance
- Conference and Event Operations
- Reception and Front office
- Airports and Airlines
- General Business
- Marketing

Certification

On successful completion of the course, candidates who reach the required standard will receive the following award:

QQI Level 5 Certificate in Tourism with Business 5M5011

Fees

There are no tuition fees payable to Moate Business College. However, please note that there are costs involved in taking a course, e.g. exam fees, professional body registration fees, etc. A student registration fee must be paid on joining the course.

Grant

Moate Business College students are eligible under the same conditions as any third level institution to apply for the government paid maintenance grant.

**Apply to S.U.S.I. on
www.studentfinance.ie**

Possible Progression from this Course

Progression routes are also available to National Universities of Ireland Colleges (NUI) offering degree programmes.

Moate Business College

6M5012 Advanced Certificate in Tourism with Business

Athlone Institute of Technology

AL650 Business Level 6
AL652 Business in Equine Studies Level 6
AL660 Culinary Arts Level 6
AL661 Bar Supervision Level 6
AL663 Business (Sport and Recreation) Level 6
AL761 Hotel and Leisure Management Level 7

Institute of Technology, Carlow

CW037 Business Level 7
CW067 Culture and Heritage Studies Level 7
CW906 Business Studies Level 6
CW908 Business Management Level 8
CW917 Business Level 7

Dublin Institute of Technology

DT401 International Hospitality Management Level 8
DT406 Tourism Management Level 7
DT408 Hospitality Management Level 7
DT411 Leisure Management Level 7
DT412 Tourism Marketing Level 8
DT413 Event Management Level 8

GMIT

GA170 Business Level 7
GA174 Business in Marketing and Sales Level 7
GA184 Business in Marketing and Sales Level 8
GA282 Heritage Studies Level 8
GA360 Tourism Level 6
GA362 Tourism and Hospitality Operations Level 6
GA370 Hotel and Catering Management Level 7
GA372 Culinary Arts Management Level 7
GA374 Tourism Management Level 7
GA375 Retail Management Level 7
GA376 Event Management with Public Relations Level 7
GA380 Hotel and Catering Management Level 8

Institute of Technology, Dundalk

DK650 Culinary Arts Level 6
DK651 Hospitality Studies Level 6
DK710 Business & Management Level 7
DK711 Business & Technology Level 7
DK750 Hospitality Management Level 7
DK752 Event Management Level 7
DK816 Business Studies Level 8
DK861 Digital Humanities Level 8

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