



A) Course: Decorating, Cleaning in the Hospitality Industry & Entrepreneurship

- **Duration:** 6 months.
- **Level:** Advanced Certificate
- **Credits:** To be determined based on the content of each module.

B) Module Details

| Module Code | Module Name | Study Hours | Credits |
|-------------|--|-------------|---------|
| DCH-101 | Introduction to Hospitality Industry | 40 | 4 |
| DCH-102 | Principles of Decorating in Hospitality | 50 | 5 |
| DCH-103 | Cleaning Techniques in Hospitality | 50 | 5 |
| DCH-104 | Design Elements and Principles | 45 | 4.5 |
| DCH-105 | Sustainable Cleaning Practices | 55 | 5.5 |
| DCH-106 | Event Decoration and Management | 50 | 5 |
| DCH-107 | Entrepreneurship in the Hospitality Industry | 40 | 4 |
| DCH-108 | Marketing for Hospitality Entrepreneurs | 55 | 5.5 |
| DCH-109 | Safety and Hygiene in Hospitality | 30 | 3 |
| DCH-110 | Practicum and Internship | - | 12 |

C) Main Aims and Objectives

1. To provide comprehensive knowledge of the hospitality industry.
2. To develop decorating skills applicable in various hospitality settings.
3. To instill effective cleaning techniques relevant to hospitality standards.
4. To understand and apply design elements and principles in hospitality spaces.
5. To promote sustainable cleaning practices in the industry.
6. To equip students with event decoration and management skills.
7. To foster an entrepreneurial mindset within the hospitality context.
8. To provide marketing skills tailored for hospitality entrepreneurs.
9. To ensure safety and hygiene standards in hospitality environments.
10. To provide hands-on experience through practicum and internship.

D) Outline of The Syllabus Per Module

1. DCH-101: Introduction to Hospitality Industry

- Overview of the Hospitality Sector
- Types of Hospitality Establishments
- Trends and Challenges
- Customer Service Excellence

1. DCH-102: Principles of Decorating in Hospitality

- Color Theory and Schemes
- Furniture Layout and Design
- Lighting Techniques
- Spatial Design in Hospitality

1. DCH-103: Cleaning Techniques in Hospitality

- Cleaning Tools and Equipment
- Sanitization Practices
- Room Turnover Procedures
- Specialized Cleaning in Different Areas

1. DCH-104: Design Elements and Principles

- Elements of Design (Line, Shape, Color, etc.)
- Principles of Design (Balance, Harmony, Contrast, etc.)
- Application of Design Principles
- Case Studies in Hospitality Design

1. DCH-105: Sustainable Cleaning Practices

- Environmental Impact of Cleaning
- Eco-Friendly Cleaning Products
- Waste Reduction Strategies
- Green Certification in Hospitality

1. DCH-106: Event Decoration and Management

- Theme Development for Events
- Venue Setup and Decoration
- Budgeting for Event Decoration
- Coordination and Logistics

1. **DCH-107: Entrepreneurship in the Hospitality Industry**

- Introduction to Entrepreneurship
- Business Planning in Hospitality
- Legal and Regulatory Considerations
- Financial Management for Entrepreneurs

1. **DCH-108: Marketing for Hospitality Entrepreneurs**

- Target Market Analysis
- Branding and Positioning
- Digital Marketing Strategies
- Customer Relationship Management

1. **DCH-109: Safety and Hygiene in Hospitality**

- Occupational Health and Safety
- Food Safety Standards
- Emergency Procedures
- Workplace Hygiene Practices

1. **DCH-110: Practicum and Internship**

- Practical Application of Decorating and Cleaning Skills
- Work in Actual Hospitality Settings
- Supervised Internship Experience
- Project-based Learning

E) Practicals

Practical activities will be incorporated into modules where applicable, focusing on hands-on experiences such as:

- Designing and decorating actual event venues.
- Implementing cleaning techniques in a real hospitality environment.
- Creating sustainable cleaning plans for hospitality spaces.
- Developing and presenting entrepreneurial business plans.

F) Duties During Internship

During the 8-week industrial internship, students will:

- Apply decorating and cleaning skills in real-world hospitality settings.
- Assist in event decoration and management.
- Implement sustainable cleaning practices.
- Engage in entrepreneurial activities under supervision.

G) Country Benefits

1. Enhanced cleanliness and aesthetic appeal in hospitality establishments.
2. Strengthened entrepreneurship in the hospitality sector.
3. Improved marketing and branding of local hospitality businesses.
4. Increased awareness of sustainable practices in the industry.
5. Contribution to the growth of the local hospitality economy.
6. Development of skilled professionals in event decoration.
7. Higher safety and hygiene standards in hospitality settings.
8. Potential for increased tourism through attractive and well-managed events.
9. Job creation in the hospitality and cleaning sectors.
10. Overall improvement in the quality of hospitality services.

H) Students' Entrepreneurship Benefits

1. Ability to start and manage a hospitality-focused business.
2. Specialized skills in event decoration for entrepreneurial ventures.
3. Expertise in marketing and branding for hospitality entrepreneurs.
4. Knowledge of sustainable practices for environmentally conscious businesses.
5. Entrepreneurial opportunities in the cleaning and hygiene industry.
6. Skills in developing and implementing business plans.
7. Networking opportunities with industry professionals during the internship.
8. Experience in budgeting and financial management for hospitality businesses.
9. Potential for creating unique niche services in the market.
10. Enhanced employability or self-employment opportunities.

I) Internationally Recommended Books and Materials

- "The Professional Caterer's Handbook" by Lora Arduser and Douglas Robert Brown
- "Hotel Design, Planning, and Development" by Walter A. Rutes and Richard H. Penner
- "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen
- "Entrepreneurship: The Practice and Mindset" by Heidi M. Neck, Christopher P. Neck, and Emma L. Murray
- "Sustainable Hospitality and Tourism as Motors for Development" by Tej Vir Singh

J) Eligibility

No specific prior experience is required, making it accessible to anyone interested in hospitality, decorating, cleaning, and entrepreneurship.