



**The Managing & Marketing Sales  
Association  
Examination Board**

**SYLLABUS**

**JOINT STUDY PROGRAMME  
AND  
EXAMINATION PROCESS  
FOR THE**

**HOTEL, LEISURE &  
SERVICE INDUSTRIES**

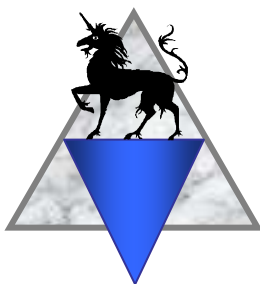
**Certificate in Quality Services**



**Diploma in Supervisory Skills  
Service Industries**



**Advanced Diploma in Management  
Service Industries**



## INTRODUCTION

The Academy of Advancement & Achievement {Service Industries Faculty} and the MAMSA Examination Board have worked together to produce a total learning and assessment concept and offers a unique opportunity for Colleges, Tuition Centres and Students.

**This complete Scheme offers a series of Tutor Notes, with Exercises to be completed by Students and includes assessment Criteria for the College for all 3 Stages of the Programme.**

Research has identified that the quality of service now being sought by customers, world-wide, whether for business purposes or as tourists, has put greater pressure on management and staff of hotels and leisure service areas. This also applies to all leisure industry markets and also those providing services for customers such as Insurance and Banking organisations as it is the quality of “CUSTOMER SERVICE” which can ensure profitability.

This quality of service which is offered by organisations and businesses who take the time and



trouble to train their staff to acceptable Quality Standards, gain tangible benefits when customers keep using their facilities/services in preference to finding other sources. This ‘repeat’ business ensure the maximum return is made on ‘promotions’, with the customer giving personal, word-of-mouth recommendations to other potential users. This is acknowledged by all as being the finest format for business growth and success.

**QUALITY** is gained by effective management and staff who know how to use their skills to create a total environment of co-operation to the benefit of the customer, within the policy set out by the organisation or business who employs them

The combination of utilised expertise....from the Academy’s content and format of study, the skills and knowledge of College Tutors and the international assessment criteria of the MAMSA Examination Board will bring together the standards necessary to produce students who understand the concept of a **QUALITY CUSTOMER SERVICE**.



## THE PROGRAMME

The Study Programme leading to the MAMSA Awards are divided into THREE Stages:

Stage 1                      Quality Service Certificate Stage

*The operating skills attached to the main functions of “Service”.*

This contains a “Core Unit” of tuition which is taken with one or more “Optional Units”.  
(Tutor Guidance Notes and Student Exercises provided for each “Unit” + Student Assignments.)

Final Examinations	Core Unit	1½ hours duration
	Optional Unit	1½ hours duration per subject

Title of Award: 🎓 **MAMSA Certificate in Quality Services**

Stage 2                      Supervisory - Stage

*The supervisory skills to implement and successfully control the service operations and the ‘human element’.*

Final Examinations – 2 – Papers  
Part A Operations &  
Part B Communications & Administration  
2 hours duration per Paper

Title of Award: 🎓 **MAMSA Diploma in Supervisory Skills Service Industries**

Stage 3                      Management – Advanced Diploma Stage

*The Management skills to plan and formulate the strategy within the organisation’s Policy, to create a “Total Quality Service.”*

(Tutor Guidance Notes + Student Assignments)

Final Examination – 3 hours + Project presentation

Title of Award: 🎓 **MAMSA Advanced Diploma in Management Service Industries**



## **OPERATING THE PROGRAMME**

**Stage 1** is assessed by the candidate's Attendance Record at tuition periods and evidence of notes taken from the Course content and Tutor's instructions. These, together with integrated Exercises are assessed by the Tutor. The student's ability is further tested by answering special Assignments (★) set and assessed by MAMSA. The combination of the Tutor's assessments and that of MAMSA, when completed and equated at the standard of competence required, together with the final Examination will result in the award of a Certificate which will cover the "Core Unit" and "Options"

**Stage 2** follows the same process as Stage 1 with the difference being that there are two final Examinations.

**Stage 3** involves the student in preparing a Project during the course duration. This is assessed by the Tutor with the student taking a final written Examination, both being considered for the award of the Advanced Diploma.



*(★) The extension of the principles and practices of the MAMSA Salesmanship, Certificate/Diploma in Marketing and Sales Management Diplomas has been brought to bear after many years of experience in working and initiating new and creative projects within the Hotel, Tourism and related industries, providing practical knowledge for successful results. The communication of this knowledge is built into Assignments, giving Tutors and Students the advantages of knowing their study is pro-active and to their personal benefit.*

*This process ensures a College can consistently produce high calibre personnel for the growing industry of Hotel, Tourism and Service sections and gain the reputation of quality indigenous training.*

(Students who have gained any MAMSA Diploma in Sales etc., can apply for exemptions/credits from Sections of the above qualifications).

### **TUITION BY ASSIGNMENT CONCEPT GIVES MAXIMUM BENEFIT TO TUTORS & STUDENTS**

Tuition for the Certificate and Diplomas is based on the Exercise and Assignment concept which will operate from the commencement of the Course.

1. The Tutor will require a set of Guidance Notes, containing Exercises, purchased through MAMSA. Copies of Assignment Tasks will be provided at the appropriate stages.
2. A Student embarking on these Courses will register with the Academy and purchase sets of Assignment Tasks from the College (through MAMSA).
3. During the final stages of the Course, the College will inform MAMSA that an Examining Session is to be organised, by submitting their student's Exam Forms and fees.

(Only students who have purchased Assignment Tasks may enter for the final Examinations).

### **ASSIGNMENT NOTES AS PART OF THE EXAM PROCESS**

Each Assignment will contain specified tasks relating to the Training Programme and may require Tutor Guidance as to how and where the information can be obtained. Written work will take 1 – 2 hours to complete (outside College time), with the Tutor monitoring the progress of each Student.

The Tutor will also assist MAMSA in the final marking by including an assessment of each completed Assignment with the Examination Scripts.

(The written Examinations should be monitored by an independent Invigilator).

## CERTIFICATE – STAGE 1

For ease of reference, the Programme has been set out in tabular format:

### CORE UNIT

(To be taken in conjunction with one or more “optional” units)

#### GUEST SERVICE & CUSTOMER CARE

Knowing how to work with others as a team to satisfy the needs of existing customers and maximising the opportunities of gaining potential customers.

### OPTIONAL UNITS

One or more may be taken in conjunction with the “core” unit or as separate “units” ONCE THE CORE TITLE HAS BEEN PASSED

#### SERVICING A CUSTOMER (1)

For all businesses where employees meet customers face-to-face or by telecommunications and/or written communications.

#### FRONT OF HOUSE/RECEPTION SERVICE (2)

For all businesses where customers are greeted at a Reception Area, e.g. Hotels, Corporate Businesses.

#### ACCOMMODATION / HOUSEKEEPING SERVICE (3)

The essential elements of providing Quality Customer Service in public and accommodation areas.

#### FOOD & BEVERAGE SERVICE (4)

Servicing the customer at formal and informal meals and in bar areas.

#### LEISURE SERVICE (5)

The organising of leisure activities to give customer service

#### MARKETING & SALES PROMOTION SERVICE (6)

Gaining and using customer information to increase awareness of services.

The Certificate Scroll will contain the name of the CORE unit and the name(s) of OPTIONAL units taken.  
Once the CORE unit has been taken in conjunction with one or more OPTIONAL unit(s) then other optional units may be taken and added to the original Certificate.



### **The CORE UNIT “Guest Service & Customer Care” contents....**

Customer expectations for service – Recognising customer needs – Listening to & speaking to the customer – Maintaining the standard of service in all situations – Avoiding conflicts & taking positive action on complaints to provide solutions – Observing customers & actioning identified needs – Using knowledge of products & services to customer & company benefit – An understanding of types of customers & their requirements – communicating with & respecting skills and operations of other sections & employees – Recording customer satisfaction – Promoting repeat business – Proposing creative & objective opportunities to benefit customers.

### **OPTIONAL UNIT “Servicing The Customer” (1) contents....**

Acknowledging a customer – Understanding stress/nervousness – Controlling the dominant personality – Understanding the essential ingredients of the spoken & written word – Analysing the “wants” – Evaluating the circumstances – Identifying the “needs” – Respecting cultures & personalities – Ensuring comprehension of the facts & benefits – Allowing a choice to be made – Bringing communication to a decision-point – Offering services for continuing customer interest – Formally recording customer purchase and/or decisions – Presenting each service as an individual customised item – Making courtesy an important factor of service.

### **OPTIONAL UNIT “Front of House/Reception Service (2) contents....**

Finding out who the customer is – Listening to his/her expectations – Knowing & implementing the details of services available – Identifying customer needs from his/her wants – Knowing the actions to take to meet service standards – Recording & actioning bookings/reservations – Dealing with telephone calls & written communications – Operating a payment point & processing payments – Preparing customer accounts – Greeting customer arrivals & dealing with departures – Taking an active part in Sales Development – Co-operating in the organisation of functions – Knowing how to action Health & Safety factors – Use of internal communication systems.

### **OPTIONAL UNIT “Accommodation/Housekeeping Service” (3) contents....**

Recognising, anticipating & dealing with types of customers – Servicing toilet & bathroom areas – cleaning floors & floor coverings – Servicing furnished areas – Preparing beds & handling linen & bed coverings – Actioning customer requests for service & recording services used – Knowledge & use of cleaning agents and the routines – Safe use & storage of equipment – Ensuring safe working areas & safety of customers – Maintaining records & supplies of linen & materials – Reporting losses & damage of property & recording property left by guests – Safe handling of keys – Processing waste products.

### **OPTIONAL UNIT “Food & Beverage Service” (4) contents....**

Styles of table/counter/bar service – Recognising, anticipating & dealing with types of customers – Procedures for providing a table service – Provision of a bar service – Provision of carvery or buffet service – Procedures for serving wines & other drinks at table – Knowing the contents of a menu & taking orders – Recording, preparing, taking payments & processing – Recognising & working with legal requirements – Maintaining a clean & safe service area – Providing customer servicing by efficient timing & presentation – Encouraging the ambient environment – Accepting responsibility for security.

### **OPTIONAL UNIT “Leisure Service” (5) contents....**

Defining the extent of leisure market – Market research & activities of leisure market – Market segmentation – International aspects of the market – The leisure products – Customer awareness – Evaluating the options – Customer types & their motivation – Sales promotion & direct marketing – The organisation of a leisure service – The staffing structure – Health & Safety & security.

**OPTIONAL UNIT “Marketing & Sales Promotion Service” (6) contents....**

Gaining information (market research) – Awareness of economic trends which will affect the business – Developing product/services to meet market needs – Analysing existing customer records – Forecasting the needs of potential customers – Preparing the “sales package” – Knowing the techniques of selling & presentation – Face-to-face & telesales – Selecting the media for advertising – Sales promotions & Public Relations – Skills of communication – Creating & planning for increased business.



## **DIPLOMA – STAGE 2**

### **DIPLOMA IN SUPERVISORY SKILLS SERVICE INDUSTRIES**

To assess the standard of skills and their application in taking the added responsibility for the organisation of staff or in covering special service requirements.

#### **PART A contents....**

Defining tasks involved within the job function – Levels of skills required – Setting targets – Specifying standards of performance – Giving instructions – Process of decision-making

#### **PART B contents....**

Choosing methods of communication – Ability to listen & appreciate body language – Ability to keep records/staff reports – Understanding why people work/motivation – Recognising human attitudes – Assessing staff in current & future work situations – Preparing for and conducting positive interviews.

(Students who have gained the MAMSA Diploma in Marketing can be granted exemption/credits to Part B of this Diploma Stage)





## ADVANCED DIPLOMA – STAGE 3

### ADVANCED DIPLOMA IN SALES MANAGEMENT SERVICE INDUSTRIES

The programme for this Diploma will cover a series of functions which will require detailed knowledge of senior skills as well as the ability to organise and delegate responsibilities and will stress the importance of understanding and practicing....

Being results-oriented – Directing & co-ordinating – Confining objectives to staff understanding – Setting measurable performance standards – Developing self-reliance in staff – Using encouragement as a motivational tool – Implementing and controlling delegation – Concentrating on desired results – Developing the personality factor of “leadership”.

The Project work undertaken by students during this course of study must clearly define and include the following 12 facts of Management and must be completed for assessment at the time of taking the final Examination.

<b>PLANNING</b>	Specifying objectives with “Action Plan” for results
<b>DIRECTING</b>	Leadership and guidance given to the team
<b>ORGANISING</b>	Quantifying and qualifying results of set tasks
<b>CO-ORDINATING</b>	Working together to avoid delays and mistakes
<b>CONTROLLING</b>	Implementing the needs of a Policy
<b>MOTIVATION</b>	Giving purpose, direction & meaning to tasks & functions
<b>DELEGATION</b>	Recognising staff ‘expertise’ & using it to maximum effect
<b>COMMUNICATION</b>	Verbal & written expertise to gain understanding at all levels
<b>DECISION-MAKING</b>	Flexible approach to problems to define actions required
<b>TIME MANAGEMENT</b>	Prioritising time for ‘actions’ and ‘planning’
<b>TEAMWORK</b>	Cultivating all the parts as a whole
<b>CREATIVITY</b>	To have the confidence to initiate & complete constructive concepts



Produced and designed with the joint co-operation of  
the Academy for Advancement & Achievement  
Business Services Faculty and  
the Managing & Marketing Sales Association ,  
Examination Board  
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