



**INSTITUTE OF HUMAN RESOURCE ADVANCEMENT**  
*University of Colombo*  
**Executive Diploma in Tourism, Events and Hospitality Management 2021/22**  
**Course Details**

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**Name of the programme** – Executive Diploma in Tourism, Events and Hospitality Management

**Academic year** - 2021/22

**Introduction to the programme**

As an introductory programme and platform for further studies, Executive Diploma in Tourism, Events and Hospitality Management (EDTEHM) seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism, events and hospitality. Further, EDTEHM of Institute of Human Resource Advancement, University of Colombo is designed to provide necessary knowledge, skills and competency needed to progress your career in the tourism, events and hospitality industry. This programme will introduce learners to explore the evolving nature of the tourism industry and device tactical plans to suit the international market.

**Intended Learning Outcomes of the Programme**

At the end of this programme, students should be able to;

- i. have a deep understanding of theory, practice, relevant methodology and recent developments in a Tourism, Events and Hospitality Management.
- ii. apply the concepts and principles in the Tourism, Events and Hospitality Management, analyze information and suggest solutions to problems in an employment context.
- iii. communicate successfully, the results of analysis and arguments to specialist and non-specialist audiences and exercise personal responsibilities and leadership in some tasks in the workplace.
- iv. capable of caring out further training and acquire new competencies which will help to enhance their capacity to bear responsibilities.
- v. display qualities and transferable skills as well as subject specific skills necessary for employment, carry out further training and manage their own learning.

## Course Structure

Subject Code	Subject Name	Semester	Credits
ETEHM 1001	Tourism entrepreneurship and innovative business development	First Trimester	03
ETEHM 1002	Supply chain management and industry networking		03
ETEHM 1003	Customer survey and market analysis		03
Total Credits of Semester			09
ETEHM 1004	Facility management and event management	Second Trimester	03
ETEHM 1006	MICE tourism and event management		03
ETEHM 1007	Private public partnership for tourism development		03
Total Credits of Semester			09
ETEHM 1008	Finance analysis for tourism project operations and market analysis	Third Trimester	03
ETEHM 1009	Tour guiding and package designing		03
ETEHM 1010	Extended essay writing (Including 45 Lecture Hours) * * There is 45 hours of lecture to prepare students to write the executive report without examination for ETEHM 1010: Extended essay writing		06
Total Credits of Semester			12
Total Credits of Programme			30

**Medium of Instructions** – English

**Duration of the programme** – 1 year

**Mode of delivery**

Under new normal situation	80% through virtual platform (Zoom) 20% physical lectures (One Sunday per month)
Under pandemic	100% through virtual platform (Zoom)

**Fee structure**

Type	Amount (LKR)
Application fee (Non-Refundable)	LKR 2000
Course Fee (Can be paid in two Installments) <ul style="list-style-type: none"><li>• 1<sup>st</sup> Installment (At the time of the registration)</li><li>• 2<sup>nd</sup> installment (At the beginning of the second trimester)</li></ul>	LKR 155,000 <ul style="list-style-type: none"><li>• LKR 105,000</li><li>• LKR 50,000</li></ul>

**Link for Online application**

<https://docs.google.com/forms/d/1pQene1j-TPs6vAomFuylgYmmexvJhQX2gkHCPuW86kQ/edit?usp=drivesdk>