

Business English and Cross Cultural Communication

The ability to communicate and knowledge of cultural differences is crucial in acting in a business-like manner in an international environment and in cross-cultural business relations.

You will learn basic business English to enable you to:

- draw up customer offers and give presentations
- write business and sales letters
- write quotations and draw up agreements with ordering clients
- communicate and put together products based on the customer experience with an understanding of, and consideration for, other cultures

Project management and project methodology

Working in project form has become increasingly common, to deal with rapid changes and transitions in technology-dependent and web-based operations.

This module deals with the entire chain of activities, from concept to evaluation and reporting based on the project management's various theories, methods and tools. You will gain the knowledge to handle projects from both the client and project management perspective.

Work experience 1 and 2 – Learning at Work

During two periods of work experience you actively take part in the everyday work at a company and apply your new-found knowledge. In connection with these periods, you will also be assigned tasks to complete by the school.

Final Comprehensive Project – business report for an external client

The concluding task in the programme is a Final Comprehensive Project in which you apply your acquired knowledge practically and professionally in a given decision-making situation. The work is carried out in groups of three or four for an external client from the business community.

Vi reserverar oss för förändringar i utbildningsinnehållet.

BUSINESS IN PROGRESS

At IHM, you and your personnel are given the right foundation to create a competitive company with the ability for continuous renewal. Business cases and a lot of training under the guidance of skilled instructors and specialists from the business world lead to committed, more self-sufficient personnel with the ability to translate words into actions.

Scope

This is a full-time, two-year Diploma programme (80 weeks). The programme comprises modules, project work, a case study, two work experience periods and a Final Comprehensive Project.

Level

Higher Vocational Education. After successfully achieving a pass, an IHM Diploma and programme certificate are awarded.

Higher Vocational Education

The programme is a Higher Vocational Education carried out on behalf of the Swedish National Agency for Higher Vocational Education. The programme is free of charge and is eligible for study allowance. Read more about the Higher Vocational Education at www.yhmyndigheten.se

Interested in finding out more?

Come and see us to get a feel for the atmosphere at one of our seminars or information meetings. Register at www.ihm.se

www.ihm.se
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CONCEPT DEVELOPER: EVENTS & HOSPITALITY



www.ihm.se
Phone 0200-24 00 24 (Sweden)

The Concept Developer: Events & Hospitality programme gives you the skills to take responsibility for planning, implementing and evaluating concept and product development, and to carry out advanced sales and marketing tasks in the industry.

PROGRAMME CONTENT

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The programme intertwines theory, practical application and training which develops your personal skills.

Business acumen

This module covers entrepreneurship, market strategy and operational strategy, providing knowledge and skills in the basics of a business operation. We highlight the operation's sales and marketing work based on the requirements of customer benefit and profitability.

You will learn to apply entrepreneurship as a tool in taking business responsibility, analysing the business concept and business models, and outlining central theories, models and concepts in organisational structure, finances and marketing.

Business development

This module aims to give you the skills to manage and influence the rapid developments and changes in business and income models regarding incoming tourism and project organisations related to events and experiences. You will learn to identify and analyse driving forces, models and success factors for various events and operations in the hospitality industry. You will be trained in analysing and reporting on different business models, and will learn to use tools and models to develop, launch and evaluate business opportunities.

Industry and product knowledge

This module highlights the importance of the hospitality industry to companies and society, and the industry's development opportunities based on trends and changes in the business environment. It gives you an understanding of the driving forces and conditions of the industry with a focus on customers, markets, players, products and business models.

Event management

You will learn the knowledge and skills necessary, as part of strategic marketing, to create events that are adapted to target groups and which generate visits and sales. Based on central theories, models and concepts, you will learn to report how different types of event serve different purposes.

You will be trained in making well-informed suggestions in logistics, organisation, execution and evaluation, and in formulating an action plan for events tailored to target groups, based on requirements on profitability, customer value and added value for society's stakeholders.

Market communication and sales

This module develops your knowledge of sales and marketing for tourism and hospitality products based on requirements for customer value and profitability.

You will learn to formulate and communicate customer offerings and to deal with complex, sophisticated sales on consumer and business markets. You will be trained in sales planning, performing market analyses and assessing different channels.

Analysis, optimisation and sustainable production

In this module you will learn to analyse and develop new and existing products in tourism and the hospitality industry based on requirements for sustainability, added value for stakeholders in the local community, and profitability. You will learn to optimise and design products based on product, price and consumer analyses, based on standards and control systems for sustainable tourism and hospitality. We also look at how to draw up action plans and policies based on a quality assurance perspective.

Economics and law

This module provides knowledge of economic and legal frameworks and conditions for events, tourism and the hospitality industry. You will learn to do profitability calculations and budget for sales and marketing activities, and to suggest different actions based on reports and key ratios.

EDUCATIONAL GOALS

In addition to a good grounding in the hospitality industry, the programme provides knowledge in business development, project management, business economics and law, while also honing your business acumen. Among other things, the programme gives you the expertise to:

- carry out advanced sales and marketing tasks for the events and hospitality industry
- take responsibility for planning, implementing and evaluating concept and product development
- analyse, evaluate and make well-informed suggestions in complex business and decision-making situations
- develop strategic and long-term customer relations on consumer and business markets with overall business responsibility for customer benefit, customer experience, profitability and operational development.

On graduation you will have the expertise to work in a role as:

- producer for events and visitor destinations
- advanced sales representative – events, tourism and visitor destinations
- events and market co-ordinator – events & tourism business and destination development assistant
- agent for events & tourism