

ASSIGNMENT

Module Code:

**Module Name: Introduction to the Hospitality
Industry**

WEIGHTAGE:

Instructions to candidates:

1. Submit your assignment using Online Campus Assignment submission tool
2. Late submission will be awarded zero (0) unless Extenuating Circumstances (EC) are upheld
3. Cases of plagiarism will be penalized
4. The assignment should be submitted in softcopy
5. You must obtain 50% overall to pass this module.

Assignment Task for Module:

TASK

The purpose of this unit is to develop understanding of the Hospitality Industry and obtain important knowledge's for your future basic job skill.

NOTE:

An ILM Assessment Task provides an opportunity to relate your learning directly to your current organization. It is recommended that you discuss the assignment with your line manager to explore and agree how the task could be used to support the needs of your employer (as well as evidencing your learning as part of completing your ILM qualification).

If you are not currently working within an organization, then you may complete this task in relation to an organization with which you are familiar. This could include experience working in a voluntary capacity

There is no exact nominal word count for this assignment: The suggested range is between 1000 to 2000 words, however individuals have different writing styles, and there is no penalty if the word-count range is exceeded. You are required to include, pictures or videos as a presentation in your assignment, with the guidance from tutor.

Check your assignment carefully prior to submission using the assessment criteria.

Please use the sub-headings shown below when structuring your Assignment

Assessment Criteria

You should research about any Hotel or Restaurant in Singapore. /
您必须研究新加坡的任何酒店或餐厅。

- Choose one company and do simple report on the company's history, product and services. (Use picture and video to support you're finding.) / 要求：
选择一家公司，对公司的历史，产品和服务做个简单的报告。（使用图片和视频来支持您的查找。）

By submitting I confirm that this assignment is my own work

I. Assignment Assessment Criteria

The criteria below detail the areas, which will be taken into account when the assignment is marked.

1. To address the subject satisfactorily, the assignment length should be in a maximum of 13,000 words. A typed format is mandatory.

Pass assignments are expected to be legible, tidy, well organized and written in clear understandable English. The report should include an executive summary or abstract at the beginning and end with clear conclusions and recommendations. If you have any problems with report formats, please do not hesitate to contact the course coordinator.

2. High grades [70%, 75%, +80%] need to demonstrate sustained coherent analytical ability. A systematic approach to analysis and evaluation is required for grades 60% to 85% - for grades at the higher end of the scale, integration and synthesis is a requirement. The quality of the arguments used to develop and support prescriptions/recommendations are, in our view, the essential test of integration.
3. Evidence of reading and some understanding of models and concepts are needed to achieve a pass grade [40%]. Integration of theory and practice is expected for any grade above 65%.
4. You are expected to clearly state any assumptions you make, and support statements and theories by referencing to appropriate sources.

Attention will be paid to:

- **Critical evaluation and discussion.** Issues will be dealt with deeper and on an analytical plane, based on good research - with industry examples, data projections and commentaries.
- **Balanced researched materials.** Appropriate and different sources which must include sufficient academic research, not just secondary research from URLs
- **Proper referencing and citation.** Harvard Referencing is a must. Citation must include, apart from the normal details, the page number from where the issue for discussion has been taken. (Refer to Handbook for penalty on plagiarism)