YEAR 2022
MANAGEMENT DEVELOPMENT
PROGRAMMES

KENYA UTALII COLLE, NAIROBI

INTRODUCTION

Kenya Utalii College is a Hotel and Tourism Training Institution established in 1975. The College's mission is to develop a highly qualified and globally competitive Human Resource for the Hospitality and Tourism Industry by providing; quality tourism and hospitality education, purposeful Research and Consultancy.

Over the years, the College has established itself as a Centre of Excellence in the field of Hospitality and Tourism training. The recent award of ISO 9001:2015 Quality Management Systems Certification on Training, Research and Consultancy in Tourism and Hospitality, is an achievement that indicates the institution's effort in repositioning itself to continue setting the trend in training for the global Hospitality and Tourism. Besides its international recognition, the College is a member of the following organizations:

- ✓ United Nations World Tourism Organization (UNWTO)
- ✓ International Hotel and Restaurants Association (IH&RA)
- ✓ International Association of Hotel School Directors (EUHOFA)
- ✓ World Association for Professional Training in Tourism (AMFORT/WAPTT)
- ✓ International Air Transport Association/United Federation of Travel Agents Association (IATA)
- ✓ Association of Hospitality and Tourism Schools in Africa (AHTSA)

MANAGEMENT DEVELOPMENT PROGRAMMES 2022

Kenya Utalii College offers a wide range of Management Development Programmes which vary from year to year according to industry needs. The five day modules are held at the College during the month of June while Customized In-House Programmes are held throughout the year on special arrangements.

In 2022, applicants will have a choice of one module from two modules offered concurrently in each week as shown in the schedule below:

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MANAGEMENT DEVELOPMENT PROGRAMMES: YEAR 2022 SCHEDULE

DATE	PROGRAMME	PROGRAMME
13th to 17th June, 2022	Service Excellence: Creating Customer Experiences that Build Relationships in Food and Beverage Operations in the midst of Covid-19	Enhancing the efficiency and effectiveness of the Human Resource function in the Hospitality sector *('re-engineer, reboot & reconfigure the mindset')*
20th to 24th June, 2022	Advanced Hotel Security investigations	Building resilient Food Safety Systems amidst Covid-19
27th June to 1st July, 2022	Strategic Revenue Management post Covid-19	The Paradigm shift of Housekeeping and Laundry Operations in the 21st Century
4th to 8th July, 2022	Hotel Finance Management	The Tourism Industry in Kenya, post Covid-19

PROGRAMME DESCRIPTIONS

1.0 SERVICE EXCELLENCE: CREATING CUSTOMER EXPERIENCES THAT BUILD RELATIONSHIPS IN FOOD AND BEVERAGE OPERATIONS IN THE MIDST OF COVID-19

1.1 COURSE DESCRIPTION

The Customer Experience is the sensory, cognitive, emotional, social and behavioral dimensions of all activities that connect the customer and the organization over time across touch points and channels. It encompasses all activities involving the customer where the organization is the focal object.

This course will analyze the challenges of creating excellent customer experiences, including the management. It describes how customers co-produce and co-create their experiences, and how these activities influence business revenues and costs. The course takes a deep dive into the psychology of customers, revealing the conceptual building blocks of customer experiences and how they build relationships over time. These ideas provide a business perspective on how to manage relationships with customers to generate cash flows and profitability.

1.2 COURSE OBJECTIVES

At the end the course the participants should be able to;

- ✓ Identify The challenges of creating excellent customer experiences
- ✓ Understand the psychology of customers, revealing the conceptual building blocks of customer experiences and how they build relationships over time.
- ✓ Know how to manage relationships with customers to generate cash flows and profitability.

1.3 KEY FOCUS AREAS

- ✓ Creating customer service excellence by Menu sustainability thro customer experience practices.
- ✓ Developing the right customer service excellence strategic plans by building a strong brand.
- ✓ Increasing customer's credibility and repeat-patronage intentions
- ✓ Proper customer experience practices and its effect on the image of the F&B Operations and customer behavioral intention.
- ✓ Mechanisms to recognize the signals of customer impatience and dissatisfaction.

1.4 TARGET GROUP

- ✓ Hotel Managers
- ✓ Operations Managers
- ✓ Food and Beverage Managers
- ✓ Food and Beverage Product Development Managers
- ✓ Restaurant Managers of Five Star Restaurants

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PROGRAMME DESCRIPTIONS

2.0 ENHANCING THE EFFICIENCY AND EFFECTIVENESS OF THE HR FUNCTION IN THE HOSPITALITY SECTOR
('REENGINEER, REBOOT & RECONFIGURE THE MINDSET')

2.1 COURSE DESCRIPTION

Kenya's hospitality industry is gradually recovering from the devastating COVID pandemic. Industry players must refocus on Human Capital to retain global competitiveness, a process whose crucial connection is the HR function. As HR practitioners take on new roles in the sector, it is necessary to enhance their abilities.

2.2 COURSE OBJECTIVES

At the end of the workshop participants will:

- ✓ Rethink their current roles given the emerging market dynamics,
- ✓ Apply knowledge acquired to realign themselves with emerging business dynamics

2.3 BENEFITS

This exciting program will:
- ✓ Allow participants to explore how to reposition the HR function in the emerging business dynamics.
- ✓ Enable participants to evaluate HR practices necessary for attaining a positive employee experience.

2.4 KEY FOCUS AREAS

The course will focus on:
- ✓ Redefined role of HR practitioners
- ✓ The transition from employee satisfaction to employee experience

2.5 TARGET GROUP

- ✓ Human Resource practitioners,
- ✓ Senior Hotel Managers

2.6 LEARNING & TEACHING METHODOLOGIES

Class Discussions, Case Studies, Presentations, Direct and Non- Direct reading, and Group Sessions.

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PROGRAMME DESCRIPTIONS

3.0 ADVANCED HOTEL SECURITY INVESTIGATIONS

3.1 COURSE OVERVIEW

An effective Hotel Corporate investigation may provide the hotel management or the board with the information it needs to make an informed decision on how to proceed in making an administrative decision.

In many cases the hotel investigation will provide the information needed to take steps to ensure that no future violations occur. More importantly, how an investigation is conducted, and the scope of that investigation, are necessarily informed by the context and the potential impact on a particular hotel. As a result, there is a seemingly limitless variety of procedures and protocols to choose from.

Hotel Internal investigations often start with an allegation of wrongdoing, which may come from an employee, guest, supplier, shareholder, director, the media, the hotel's outside auditors, the regulators or someone else. At the outset, the hotel must decide whether the allegation warrants investigation and, if so, who should conduct the investigation.

3.2 KEY COURSE OBJECTIVES

This Security Management course is designed to provide Managers with the knowledge and skills to conduct detailed and complex workplace hotel investigations, and will include interviewing skills, proper documentation practices and reporting requirements.

- ✓ Identify your own interviewer personality dynamics and make them work to your advantage
- ✓ Improve your ability to ask the right questions with hands-on practice and exercises
- ✓ Master the art of developing, verifying and using rapport
- ✓ Go beyond the concept of detecting deception and apply the knowledge to actual interviews
- ✓ Affect changes in the interviewee's behavior and apply the appropriate persuasive themes
- ✓ Interpret recent legal issues related to interviewing and apply them in your next interview
- ✓ Plan and execute a successful interview strategy for an actual fraud investigation case with hands-on experience

3.3 KEY FOCUS AREAS

- ✓ Formulating the hotel Investigative Policy.
- ✓ Managing the Investigative Function in your hotel.
- ✓ Organizational Behaviour and Structures in Internal Investigations
- ✓ Conducting effective Hotel Staff Background Checks and Investigations
- ✓ Evolving your Fraud Management Framework for an effective Fraud Management lifecycle.
- ✓ Use of Security Electronic Equipment to Contact Investigations (Use of CCTV Cameras, Access Control Systems Etc.

3.4 BENEFITS OF THE COURSE

Improving your Hotel Corporate Security Investigations Capability.

3.5 TARGET AUDIENCE

- ✓ Senior Hotel Managers,
- ✓ Hotel Security Managers/ Chief Security Officers
- ✓ Hotel Internal Auditors
- ✓ Hotel ICT Officers.

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PROGRAMME DESCRIPTIONS

4.0   BUILDING RESILIENT FOOD SAFETY SYSTEMS AMIDST COVID 19

4.1 COURSE DESCRIPTION

The consequences of unsafe food can be detrimental to the hospitality industry. A food safety system helps organizations to identify food safety hazards, provides reassurance and instil confidence in our food supply chain.

This program is therefore designed to explore the food safety system challenges, success stories and help build resilience in the hospitality and tourism industry, the lessons learnt and the recovery strategies that are put in place to sustain the industry during the pandemic.

At the end participants will be able to describe fundamental issues related to food safety strategies, preparedness in a similar catastrophe and way forward for the hospitality industry amidst the pandemic.

4.2   COURSE OBJECTIVE

Upon successful completion of the course, participants will be able to:-

- ✓ Understand the food safety management systems in the hospitality industry
- ✓ Discuss the challenges brought about by the pandemic in the food flow chain
- ✓ Discuss steps or food safety recovery strategies taken by the industry to stay afloat during the Covid 19 pandemic
- ✓ Understand current government protocols on Covid 19 and its effects to the hospitality industry and its customers.
- ✓ Rebuilding trust and customer confidence on our food safety systems
- ✓ Discuss way forward for the hospitality and tourism sector in the Covid 19 era.

4.3 KEY FOCUS AREAS

- ✓ Food safety systems
- ✓ Food safety systems in relation to the pandemic
- ✓ Government policies and measures
- ✓ Way forward on resilient and sustainable food safety systems

4.4 TARGET GROUP

Managers, Executive Chefs, Food & Beverage Managers, Quality Assurance Managers

4.5 LEARNING & TEACHING METHODOLOGIES

Class discussions, case studies, presentations, direct and non-direct reading, and group sessions

PROGRAMME DESCRIPTIONS

5.0 STRATEGIC REVENUE MANAGEMENT POST COVID-19

5.1 COURSE DESCRIPTION

This course examines the strategic fundamental concepts and techniques for revenue management post COVID 19, exploring all available avenues in increasing Hotel Revenue. The course will examine the application of several aspects of operational skills including the technological methods in taking advantage in increasing Hotel Revenues and tapping into new markets as they maintain their target market.

5.2 COURSE OBJECTIVES

At the end of the course, the participants will be able to:

- ✓ Understand the fundamentals of Revenue Management; the Cornerstone of Revenue Strategy.
- ✓ Understand the impacts of COVID-19, and alignment of room division operational costs post COVID-19.
- ✓ Understand the Strategic capability and its contribution to Competitive Advantage.
- ✓ Technology space in Revenue management Post COVID-19.
- ✓ Understand rooms rate setting dynamics.

5.3 KEY FOCUS AREAS

- ✓ Meaning of strategic capability and how it contributes to the competitive advantage of organizations.
- ✓ Impacts of COVID 19 in Room Division.
- ✓ Hotel Revenue Management Fundamentals.
- ✓ Marketing Segmentation impacts.
- ✓ Use of Technology in creating strategic competitive advantage.
- ✓ Managing Pricing Strategies.
- ✓ Concepts of Yield Management.

5.4 TARGET GROUP

Rooms Division Managers/Front Office, Managers/ Operational Managers /Revenue , Managers /Sales and Marketing Managers.

PROGRAMME DESCRIPTIONS

6.0 THE PARADIGM SHIFT OF HOUSEKEEPING OPERATIONS IN THE 21ST CENTURY

6.1 COURSE DESCRIPTION

Is housekeeping at the edge of insanity? If we go by the definition of *insanity* as "repeating the same thing over and over again, and expecting a different result", this may ring true to even the most skeptical person. It is true that when it comes to housekeeping operations, it seems that times have not moved on and the department is stuck with lengthy archaic processes. And yet, the success or failure of managing its operations has a direct impact on hotel profitability. Housekeeping needs to shift focus in its operations and make readiness to changes necessary to fit into the 21st Century.

This course is therefore designed to align Managers with the reality facing the hospitality industry where it is now obvious that the industry is catching up with the use of technology and software such as: hand-held devices at point of sales, online booking processes with smart revenue management software built in, guest feedback via various social media platforms, software to manage compliance and operational activities.

6.2 COURSE OBJECTIVES

By the end of this course, the participants will be able to;

- ✓ Appreciate the new norms (current trends) in Housekeeping & Laundry operations in the 21st century
- ✓ Identify the role of technology in managing Housekeeping & Laundry operations
- ✓ Apply best practices approach in Housekeeping & Laundry operations
- ✓ Identify opportunities and challenges in Housekeeping & Laundry operations

6.3 TARGET GROUP

- ✓ Executive Housekeepers, Housekeeping Managers, Assistant Executive Housekeepers
- ✓ Laundry Managers & Assistant Laundry Managers
- ✓ Rooms Division Managers

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PROGRAMME DESCRIPTIONS

7.0 HOTEL FINANCE MANAGEMENT

7.1 COURSE DESCRIPTION

This course is designed for Senior Managers in the hotel industry and finance managers with a modest command of   financials specifically related to hotel operations. The Five-day program will provide a clear understanding of the costing of the hotel product, and strategic revenue management. It will also include Hotel Performance evaluation in the hospitality industry.

7.2 COURSE OBJECTIVE

The course aims at giving the participants the capacity to effectively budget and cost the hotel product, manage revenues strategically and interpret financial statements so as to make factual based decisions to improve hotel performance.

7.3 KEY FOCUS AREAS
- ✓ Budgeting and budgetary control
- ✓ Hotel product costing
- ✓ Strategic Revenue management
- ✓ Performance Benchmarking
- ✓ Preparation and interpretation of financial statements

7.4 TARGET GROUP

The course targets Hotel Directors, Hotel Senior Managers and Finance Managers

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PROGRAMME DESCRIPTIONS

8.0 THE TOURISM INDUSTRY IN KENYA POST COVID-19

8.1 COURSE DESCRIPTION

Tourism is one of the largest and strongest pillars of the modern economy globally and in Kenya, the sector is a major economic contributor. The advent of the Covid-19 pandemic in 2019 greatly affected the sector and impacted significantly the potential travelers as well as the supply value chain. In response to the pandemic, governments and the tourism and hospitality business implemented strategies to shield themselves in order to mitigate the impacts.

This course is designed to provide the participants with insights on how to apply strategies and innovations in order to recover from the effects of the pandemic of and grow their businesses efficiently and economically.

8.2 COURSE OBJECTIVES

- ✓ Discuss the survival strategies used by the tourism and hospitality industry in mitigating the impacts of the pandemic.
- ✓ Examine the role of technological and services and product innovations in securing the future of the tourism and hospitality industry.
- ✓ Examine the human resource factor in the tourism industry during Covid-19.

8.3 KEY FOCUS AREAS

To achieve the above objectives, the programme will focus on the some of following areas:-

- ✓ Impacts of Covid-19 on tourism and hospitality sector.
- ✓ Repackaging tourism and hospitality product and services.
- ✓ Marketing and technological strategies.
- ✓ Domestic tourism.
- ✓ The human resource factor in Covid-19

8.4 METHODOLOGY

The methodology will consist of presentations, case studies, and group discussions.

8.5 TARGET GROUP

Managers and senior personnel of Travel and Tour Companies, Hotels, and other related tourism businesses.

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PROGRAMME COSTS

1. ACCOMODATION

Participants are advised to make their own accommodation arrangements.

2. INTERNATIONAL PARTICIPANTS

The cost for tuition will be as follows:-

One Programme	US$530.00
Two Programmes	US$1030.00
Three Programmes	US$1500.00
Four Programmes	US$2030.00

These costs include the Programme fee, Programme materials, lunch, mid-morning tea and afternoon tea.

3. KENYAN PARTICIPANTS

Non-levy paying establishments will be charged a non-resident fee of KShs.18,000/- per module.

4. APPLICATION PROCEDURES

The application procedure begins with the completion of the enclosed application form. Companies sending more than one employee may make photocopies of the application form to facilitate individual employee application.

Application forms should be submitted by 3rd June, 2022

5. DEPOSIT

International participants will remit a deposit of US$ 205 to confirm participation. This amount is deductible from the programme fee. The deposit should be received by **9th May, 2022**. Bank draft should be payable to **KENYA UTALII COLLEGE.**

6. CANCELLATION

If a potential participant is not able to attend the programme(s), a refund of the deposit less a cancellation fee will be made as detailed below:-

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	International Participants
60 or more days before programme date	US$ 25.00
30 to 59 days before programme date	US$ 85.00
15 to 29 days before programme date	US$ 175.00
Less than 15 days before programme date	No refund

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GENERAL INFORMATION

LOCATION

Kenya Utalii College is located approximately 8 km from Nairobi's city Centre, off Thika Super Highway. The College is about 40 minutes' drive from the Jomo Kenyatta International Airport and 15 minutes' drive from the City Centre. Taxis are readily available at the Airport.

WEATHER

Although the long rains extend into the month of June, the climate is relatively warm. However, carry some warm clothing in the event of a chilly night. Average temperatures during this period are about 21°C.

OUTREACH PROGRAMMES

The College also offers standard and customized outreach programmes anywhere on the continent. Information on these programmes is available from the College on request.

For more information contact:

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