



**KENYA UTALII COLLEGE,  
NAIROBI**

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**YEAR 2023  
MANAGEMENT DEVELOPMENT  
PROGRAMMES**



# KENYA UTALII COLLEGE, NAIROBI

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## **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 2023**

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

In 2023, applicants will have a choice of one programme from any two programmes offered concurrently each week as shown in the schedule below:



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## MANAGEMENT DEVELOPMENT PROGRAMMES: YEAR 2023 SCHEDULE

| DATE  | PROGRAMME  | PROGRAMME   |
|---|--|---|
| 26 <sup>th</sup> to 30 <sup>th</sup> June, 2023 | Trends Impacting on the Service Excellence, Efficiency and Profitability in F & B Operations     | Addressing the Changing Demands in Leisure, Tourism and Hospitality     |
| 3 <sup>rd</sup> to 7 <sup>th</sup> July, 2023   | Maintaining Resilience in a Turbulent Business Environment through Training                      | Managing Diversity in the Workplace                                     |
| 10 <sup>th</sup> to 14 <sup>th</sup> July, 2023 | Maintaining Tourism and Hospitality Businesses in the Post Covid -19 Era: Lessons and Strategies | Menu Planning, Costing and Engineering for the 21 <sup>st</sup> Century |
| 17 <sup>th</sup> to 21 <sup>st</sup> July, 2023 | Hospitality Revenue Management 360 degrees.  | Re-thinking Laundry in the 21 <sup>st</sup> Century                     |



## PROGRAMME DESCRIPTION

### 1.0 TRENDS IMPACTING ON THE SERVICE EXCELLENCE, EFFICIENCY AND PROFITABILITY IN FOOD AND BEVERAGE OPERATIONS

**THEME:** “Innovate and Grow”

#### 1.1 COURSE DESCRIPTION:

The course will bring about some of the leading challenges the hospitality industry is facing post Covid-19, and the innovative ways Food and Beverage operations will adopt to overcome them, drive new profits, and improve guest experiences.

It’s clear that the hospitality sector is resilient. When new challenges are thrown our way, we uncover new opportunities and implement new ways of working that ensure we continue to **Wow** our customers and turn a profit.

#### 1.2 COURSE OBJECTIVES

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

- ✓ Correctly identify the challenges faced when creating excellent customer experiences through innovation and creativity.
- ✓ Appropriately recognize the psychology of the Post Covid-19 customers.
- ✓ Correctly improve guest experiences and drive new profits.
- ✓ Correctly identify the Covid-19 impact on Customer Relationship Management in the F & B Operations.

#### 1.3 KEY FOCUS AREAS

- ✓ Turning big ideas into innovation
- ✓ Key pillars of customer service excellence.
- ✓ Customer service excellence and profit Creation.
- ✓ Strategies for successful Customer Relationship Management in F&B Operations.

#### 1.4 TARGET GROUP

- ✓ Hotel Manager



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

## 1.5 LEARNING & TEACHING METHODOLOGIES:

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

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## PROGRAMME DESCRIPTION

### **2.0. ADDRESSING CHANGING DEMANDS IN LEISURE, TOURISM AND HOSPITALITY**

#### **2.1 COURSE DESCRIPTION:**

Tourism is a very dynamic industry with a high pace and constantly changing trends. These trends include change in the type of consumer profiles resulting in a new type of consumer called a new tourist.

This course is therefore designed to align managers in the leisure, Tourism and Hospitality industry with the changing demands in the industry.

#### **2.2 COURSE OBJECTIVES:**

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

- ✓ Create awareness on the increased demand for leisure in hospitality
- ✓ Innovate ways of gaining guest satisfaction through diversification of facilities
- ✓ Create awareness on the changing demands by clientele in the industry
- ✓ Address the needs created by modern technology in tourism and hospitality

#### **2.3 KEY FOCUS AREAS**

- ✓ Dealing with the “New clients”
- ✓ Profiling the guest
- ✓ Satisfying varied needs
- ✓ Accommodating unusual customers
- ✓ Health and safety in hospitality and Tourism

#### **2.4 TARGET GROUP**

Managers in hospitality and Tourism Industry



## **PROGRAMME DESCRIPTION**

### **3.0. MAINTAINING RESILIENCE IN A TURBULENT BUSINESS ENVIRONMENT THROUGH TRAINING**

#### **3.1 COURSE DESCRIPTION:**

Global business environment has become a crisis prone scene attributed to disasters with far reaching implications on the economies. These disasters range from man-made to natural. The tourism sector is the hardest hit by the perennial disasters due to its fragility. The magnitude and scale of economic disruption has captured the attention of policy makers, sector stakeholders and the academia who are in search of interventions. Staff training is considered by many experts as the most effective intervention for achieving resilience in the sector and this course is designed to equip participants with dynamic skills set to cope with the turbulent business environment.

#### **3.2 COURSE OBJECTIVES:**

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

- ✓ Examine the importance of resilience agenda in the global commerce
- ✓ Distinguish the different shocks in the business environment
- ✓ Examine the impact of external shocks on the tourism sector
- ✓ Discuss the global initiatives in tourism resilience and crisis management
- ✓ Analyze facilities resilience and sustainability in tourism sector
- ✓ Evaluate the systems resilience and sustainability in tourism sector
- ✓ Determine the nexus between training and resilience

#### **3.3 KEY FOCUS AREAS**

- ✓ The impact of external shocks to the tourism industry
- ✓ Global and local interventions to shocks in the tourism industry
- ✓ Strengthening facilities and systems resilience in the tourism industry
- ✓ Relationship between training and resilience
- ✓ Building resilience through training

#### **3.4 TARGET GROUP**

Executives, General Managers/Departmental Managers/ Operational Managers

#### **3.5 LEARNING & TEACHING METHODOLOGIES:**



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Interactive sessions and lectures, Case Studies, Presentations, and Group Sessions.



## **PROGRAMME DESCRIPTION**

### **4.0 MANAGING DIVERSITY IN THE WORKPLACE**

#### **4.1 COURSE DESCRIPTION:**

Managing diversity in the workplace is a multi-disciplinary course for hospitality and tourism managers. It covers the competencies required to provide service to diverse customers with diverse employees; deliver customer experience being cognizant of cultural sensitivity in a local-global market; and manage quality service, profitability, and employee wellness through differentiation, innovation, and creativity in the service industry.

#### **4.2 COURSE OBJECTIVES:**

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

- ✓ Describe different types of diversities in the workplace
- ✓ Apply different strategies of workplace diversity for performance and profitability
- ✓ Analyze employee diversity and wellness in company culture
- ✓ Discuss cultural sensitivity in the local-global market
- ✓ Analyze quality service management, innovation, and creativity in diversity

#### **4.3 KEY FOCUS AREAS:**

- ✓ Managing diversity in the workplace
- ✓ Performance and profitability in diversity management
- ✓ Customers and employee diversity and wellness in the workplace

#### **4.4 TARGET GROUP:**

Hospitality and Tourism Managers with at least one-year work experience.

#### **4.5 LEARNING & TEACHING METHODOLOGIES:**

Lecture presentations, Focus Group Discussions, Case Studies, and participants' reflections of their experiences in the service industry



## **PROGRAMME DESCRIPTION**

### **5.0 MANAGING TOURISM AND HOSPITALITY BUSINESSES IN THE POST COVID -19 ERA: LESSONS AND STRATEGIES**

#### **5.1 COURSE DESCRIPTION**

The Covid-19 pandemic severely struck tourism and hospitality businesses worldwide. Although the grip of the virus has loosened, businesses are grappling with the resilience and dynamics of recovery in the wake of the pandemic. The course intends to bring together tourism and hospitality managers, giving them a forum to share lessons learnt, opportunities presented and strategies being implemented in a changing world.

#### **5.2 COURSE OBJECTIVES**

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

- ✓ Share lessons learnt from the pandemic as part of tourism and hospitality business-preparedness for the future
- ✓ Examine opportunities presented to tourism and hospitality businesses in the wake of the pandemic
- ✓ Evaluate the resilient strategies being implemented by tourism and hospitality businesses in a changing world
- ✓ Examine strategies taken by stakeholders and practitioners in repositioning Kenya as a destination of choice

#### **5.3 KEY FOCUS AREAS:**

- ✓ Lessons learnt from the pandemic as part of tourism and hospitality business-preparedness for the future
- ✓ Opportunities presented to tourism and hospitality businesses in the wake of the pandemic
- ✓ Resilient strategies being implemented by tourism and hospitality businesses in a changing world
- ✓ Strategies taken by stakeholders and practitioners in repositioning Kenya as a destination of choice

#### **5.4 TARGET GROUP:**

Hotel and Lodge managers/ Restaurant and Pub Managers/ Travel and Tour Consultants/ Reservations Managers/ Sales and Marketing Managers



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## 5.5 LEARNING & TEACHING METHODOLOGIES:

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



## **PROGRAMME DESCRIPTION**

### **6.0 MENU PLANNING, COSTING AND ENGINEERING FOR THE 21<sup>ST</sup> CENTURY**

#### **6.1 COURSE DESCRIPTION**

This course provides skills needed to maximize revenue in today's complex global market with a strategic approach that enables a team to push the pedals that drive profits and performance.

The course will provide an in-depth training in the principles of menu analysis and management. It creates and manages customer demand, establishes a marketing strategy built around well-designed menus, and fine-tuning management of menu performance.

#### **6.2 COURSE OBJECTIVES**

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

- ✓ Determine various factors considered in menu planning.
- ✓ Plan the modern menu sequence.
- ✓ Apply menu designing as a marketing strategy.
- ✓ Conduct food and beverage controls in relation to menu planning.
- ✓ Price various menus/dishes using modern technology.
- ✓ Strategically analyze menu performance

#### **6.3 KEY RESULT AREAS**

- ✓ Menu Planning and Design.
- ✓ Menu Costing, Pricing and Engineering.
- ✓ Food and Beverage Control Cycle.

#### **6.4 TARGET GROUP:**

Executive Chefs, Sous Chefs, Chef de parties.

#### **6.5 LEARNING & TEACHING METHODOLOGIES**

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

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## PROGRAMME DESCRIPTION

### **7.0 HOSPITALITY REVENUE MANAGEMENT 360° DEGREES**

#### **7.1 COURSE DESCRIPTION:**

Revenue management is cross - functional and cross – disciplinary Revenue management concerned with optimizing financial results. The course will provide you with an in-depth Knowledge about the principles of revenue-cycle analysis, management and their applications. To Create and manage customer demand, establish a marketing strategy built around well-designed control systems, and fine-tune yield management in your market.

The courses will provide the knowledge and attitudes you need to maximize revenue in today’s complex global market. Use a strategic approach that enables your team to push the levers that drive profits and performance.

#### **7.2 COURSE OBJECTIVES:**

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

- ✓ Establish the fundamentals of revenue management; as the cornerstone of revenue strategy.
- ✓ Assess the impacts of Revenue ratio analysis and pricing strategies.
- ✓ Assess the strategic role of the Online Travel Agents (OTAs) and their contribution towards hotel revenue.
- ✓ Apply technology in revenue management and digital marketing.

#### **7.3 KEY FOCUS AREAS:**

- ✓ Introduction to hospitality revenue management.
- ✓ Non- traditional applications of hotel revenue management.
- ✓ Pricing strategy, segmentation, digital marketing and Distribution Channels.
- ✓ Search engines and online selling: stimulating incremental demand.
- ✓ Yield management concepts.

#### **7.4 TARGET GROUP:**

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

#### **7.5 LEARNING & TEACHING METHODOLOGIES:**



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

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## PROGRAMME DESCRIPTION

### **8.0 RE-THINKING LAUNDRY IN THE 21<sup>ST</sup> CENTURY**

#### **8.1 COURSE DESCRIPTION:**

Linen and laundry services are one of the most important support services offered in the hospitality industry in the present day. The laundry services include a wide range of activities and services pertaining to procurement, washing, cleaning, disinfection, distribution of clean linen and storage. Both linen and laundry processes have evolved with time and therefore, there is need to address the present demands which include; the role of science in laundry processes in the 21<sup>st</sup> Century; shift in customer focus from frontline services to the back area services; what hotels are doing with linen discards, new laundry features amongst others.

This program will provide you with in-depth training on selection of quality linen, the processes in laundry operations, profitability in laundry plants, efficiency in linen, water and energy conservation, best practices in commercial and on-premise laundry services.

#### **8.2 COURSE OBJECTIVES**

At the end of the program, the participant will be able to:

- ✓ Effectively manage laundry and linen operations
- ✓ Generate laundry plant reports
- ✓ Apply linen control and conservation procedures

#### **8.3 KEY RESULT AREAS:**

- ✓ Maximize efficiency in laundry operations
- ✓ Linen stock management
- ✓ Linen, water and energy conservation
- ✓ New laundry features
- ✓ Automation of Laundry machines and equipment

#### **8.4 TARGET GROUP**

Laundry managers, Assistant Laundry managers, Executive housekeepers, Housekeeping managers, deputy housekeeping managers and assistant Executive housekeepers.



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## 8.5 LEARNING AND TEACHING METHODOLOGIES:

Lectures, sites visit to a laundry plant, case studies, presentations and group discussions.





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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 7<sup>th</sup> June, 2023**



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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:**

The Head of Admissions and Industrial Training  
Kenya Utalii College  
P.O. Box 31052, NGARA-00600,  
NAIROBI  
**KENYA**

Tel: 0722 205492, 0722 205891/2, 0733 600584, 0733 410005,  
020 2686997, 020 2683735, 020 2458627,

Email: [industrialtraining@utalii.ac.ke](mailto:industrialtraining@utalii.ac.ke)

Website: [www.utalii.ac.ke](http://www.utalii.ac.ke)