Course Handbook

**Short Course in Hospitality and Tourism**

1 September– 28 November 2025

Organised by Africa Growth Initiative (AGI) & Docklands Academy London

**Welcome Message**

Welcome to the Short Course in Hospitality and Tourism jointly hosted by Africa Growth Initiative and Docklands Academy London. This transformative course is designed to equip aspiring professionals and entrepreneurs with essential knowledge, practical skills, and valuable industry connections to thrive in one of the world’s most dynamic sectors. Whether your goal is to secure a high-paying role in the industry or to launch a profitable business, this program will guide and support you every step of the way.

**Course Overview**

This course is structured as an intensive 3-month program, combining theoretical learning with hands-on experience. Through expert-led sessions, real-world projects, industry guest lectures, and business development workshops, you will develop the tools and confidence to succeed in hospitality and tourism.

The course is also a platform for innovation and entrepreneurship. All participants will have the opportunity to pitch their business or project ideas to a panel of experts for a chance to win a £5,000 award.

At the end of the course, participants will be formally celebrated at a Gala Night, where awards will be presented, and graduates will be inducted into the Network of Excellence – a vibrant community of professionals offering ongoing opportunities, mentorship, and business support.

**Who Should Attend**

This course is ideal for aspiring hospitality and tourism professionals, entrepreneurs looking to start or grow a business in the sector, career changers, recent graduates, and international professionals seeking UK industry insight.

**Entry Requirements**

For candidates who have not carried out their final two years of schooling in English, English language proficiency Level B2 or equivalent

Participants must be 18+ with one of the following:

* a GCE Advanced Level profile that demonstrates strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A\* to C (or equivalent) and/or 9 to 4 (or equivalent) in subjects such as maths and English
* the equivalent in other qualifications such as the International Baccalaureate / Foundation programme
* a relevant Level 3 qualification / an Access to Higher Education Diploma from an approved further education institution / Recognised Sixth Form or College or High School Diploma
* at least 2-years relevant work experience

**Course Objectives**

Participants will gain deep insight into the hospitality and tourism industry, understand operational and strategic aspects of hospitality businesses, and learn how to start and grow profitable ventures. The course fosters valuable industry connections and improves soft skills such as communication, leadership, marketing, and customer service.

**Course Structure**

The course will be delivered in a hybrid model of weekly classes, workshops, field visits, and expert-led sessions. Sessions will be held Mon–Wednesday, 10 AM–2 PM (Guided learning hours) a week, with flexible evening or weekend options. The program includes modules covering theory and practice, industry expert sessions, practical assignments, pitch preparation, and a Gala Night.

**Modules Covered**

- Introduction to the Hospitality and Tourism Industry

- Customer Experience and Service Excellence

- Food & Beverage Operations and Management

- Event Planning and Management

- Travel and Tourism Trends in Africa and the UK

- Digital Marketing for Hospitality Businesses

- Sustainability and Responsible Tourism

- Starting and Running a Hospitality Business

- People Management and Leadership in Hospitality

- Legal and Financial Aspects of Hospitality & Tourism

**Special Features**

Exclusive guest lectures by industry professionals will provide insider perspectives and career guidance. Participants will also engage in field experiences to see operations in action and build contacts for internships or collaborations.

**Assessment & Certification**

Participants will be assessed through projects, participation, and a final pitch. A Certificate of Completion will be jointly issued by Docklands Academy London and Africa Growth Initiative.

**The £5,000 Pitch Challenge**

Participants will present a business or project idea to a panel of judges for a chance to win a £5,000 grant to launch or grow their venture.

**Gala Night & Network of Excellence**

The program concludes with a Gala Night featuring awards and induction into the Network of Excellence. This network offers ongoing opportunities, mentorship, training, and promotional support.

**How to Prepare**

Be open-minded, engage fully, and start developing your business or career goals. Take advantage of every networking and mentorship opportunity during the course.

**Course Schedule**

Below is a sample weekly schedule for the Short Course in Hospitality and Tourism. This schedule may be updated as guest speaker availability and venue arrangements are finalized. Participants will receive a detailed timetable at the start of the course.

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| Week | Module / Activity | Details |
| Week 1 | Introduction to Hospitality & Tourism | Course briefing, student networking, and industry overview |
| Week 2 | Customer Service & Experience | Interactive workshop and case study analysis |
| Week 3 | F&B Operations | Site visit to a hotel or restaurant |
| Week 4 | Event Planning & Management | Plan a sample event in groups |
| Week 5 | Travel & Tourism Trends | Guest lecture from a tour company CEO |
| Week 6 | Digital Marketing | Social media campaign workshop |
| Week 7 | Sustainability in Tourism | Eco-tourism study and guest speaker |
| Week 8 | Starting a Business | Business model workshop and brainstorming |
| Week 9 | People Management | Teamwork and leadership simulation |
| Week 10 | Legal & Financial | Introduction to budgeting and contracts |
| Week 11 | Pitch Development | Pitch coaching and group practice |
| Week 12 | Final Pitch | Presentation to panel and feedback |
| Week 13 | Gala Night | Awards ceremony and induction into the Network of Excellence |

**Contact Information**

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