

# Hospitality management open day to deliver applied learning opportunities

The IIE School of Hospitality & Service Management will be holding an open day at its two campuses in Stellenbosch and Johannesburg on Saturday, 26 June from 9am to 12pm for its July intake.



Source: [123RF](#)

The school, started under the auspices of the Independent Institute of Education (IIE), one of Africa's leading provider of private higher education and is internationally accredited by the British Accreditation Council (BAC), affords students the opportunity to participate in an immersive service and/or hospitality-centric academic programme that delivers a rich experiential and applied learning pathway.

Those who attend the open day can interact with the schools' lecturers as well as chat with expert advisors who will assist in making their hospitality and service dreams come true.

The IIE Higher Certificate in Hospitality Management is a full-time one-year course which also creates a pathway to enrol for the IIE degree. The IIE Bachelor of Hospitality Management is a three-year degree course. Both qualifications meet international standards and are available via distance learning.

Genee Griffiths, campus head at Rosebank, Johannesburg says: "Hospitality graduates of leading global hospitality institutions have long been sought to fill senior roles in service-focused sectors as they bring with them a strong commercial acumen, an understanding of high pressure environments and most importantly a customer-focused and service-centric empathy and work-ethic that makes them highly adept at navigating customer experience-driven industry roles."

Her views are echoed by Martin Koch, campus head at Stellenbosch: "In a nutshell, hospitality management has been described as a perfect blend of day-to-day business activities and customer service and imparts the skills of customer service which is the core of nearly every role performed. We look forward to meeting potential students this month and demonstrating just what an important qualification this is and one that will give graduates tremendous opportunities in many fields."

To apply on the day, prospective students should bring a R1,000 application fee and their ID. For more information, visit <https://www.iihsm.com/>.

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