



## PROGRAMME DESCRIPTION

The Bachelor in Tourism Management programme under the Faculty of Hospitality is designed to give students' academic and technical skills in broad areas. It combines the precise training in international relations theory and practice with the analytical and quantitative tools of policy making. The programme teaches students a wide range of educational field, the tourism industry in strategic planning and management, event management, tourism marketing, culture and heritage tourism and in other fields including human resources and marketing. The programme is designed as a transformative program, which offers students the education, training, and first-hand experience essential for successful international careers. This enables the programme to meet its broader objectives to touch every aspect of global tourism industry. There are many organizations and industries that are direct contributors of the industry and hence in the long run create better job opportunities to those who would want to be a part of the industry.

## PROGRAMME AIM

The programme of Bachelor of Tourism Management will produce potential engineers who are:

- Knowledgeable and skillful in strategic tourism planning, policy formulation, and management of tourism enterprises in line with Tourism Strategic Plan.
- Capable to design innovative plans and communicate technical advice to professionals within the aerospace industry.
- Able to value responsibility of the tourism to look after the welfare of the public while making regular inspections and maintenance.
- Eligible to demonstrate business expertise and entrepreneurship in order to engage in life-long learning for improved performance of tourism management.
- Able to initiate leadership skills and supervising the assembly of tourism.

## DURATION

Minimum Duration : 36 Months.  
Maximum Duration : 72 Months.

## INTAKE

1. January 2. May 3. September

## ENTRY REQUIREMENTS

- Sijil Tinggi Persekolahan (STPM) with a minimum CGPA of 2.00 in at least 2 subjects; or
- A recognized Diploma (Level 4 MQF) with a minimum CGPA of 2.00, Or
- A recognized Matriculation / Foundation qualification with a minimum CGPA of 2.00



## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl.No.	Subject Name
1	Business English
2	Principles of Tourism Management
3	Introduction to Cost & Management Accounting
4	Introduction to Tourism Industry
<b>Elective (Choose any one module from the following):</b>	
5	Islamic Civilization and Asian Civilization
6	Malay Communication 3
7	Business Communication
8	Emerging Trends in Tourism
9	Fundamentals of Computer Applications
10	Human Resource Management
<b>Elective (Choose any one module from the following):</b>	
11	Ethnic Relations
12	Malaysian Studies 3
13	Tourism Information System
14	Geography of Tourism
15	Foreign Language I ( FRENCH )
16	Business Environment of Tourism
17	Leadership Skills and Human Relations
18	Basic Tourism Business Statistics
19	Tourism Economics
20	Travel Documentation
21	Foreign Language –II(FRENCH)
22	Malaysian Government and Public Policy

23	Accounting for Hospitality & Tourism
24	Airfare and Ticketing
25	Tourism Marketing
26	Tour Guiding and Escorting Skills
27	Community Service
28	Travel Agency and Tour Operations
29	Tour Package Management
30	Tourism Philosophies, Principles and Practices
31	Hotel and Resort Management
32	Event Management
33	Strategic Management for travel & tourism
34	Responsible tourism & ethics
35	Research Methodology
36	International Tourism Governing & Apex Bodies
37	Alternative Tourism
38	Sustainable tourism development
39	Tourism Product & Business
40	Culture and Heritage Tourism Development
41	Entrepreneurship
42	Industrial Training

**Call us :**

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