



HOTEL MANAGEMENT

PROGRAMME DESCRIPTION:

Diploma in Hotel Management (HM110) from Faculty of Hotel and Tourism Management is offered full time for 5 semesters equivalent to 2 years 6 months. It was first introduced in 1967 to meet the growing manpower needs of the hospitality sector that primarily related to hotel industry in Malaysia. The programme was designed to provide students with comprehensive, up-to-date knowledge and hands-on experience at operational levels.

This program meets the requirement or standard set by the Ministry of Education Malaysia, Malaysian Qualifications Agency (MQA), "Program Standard: Hospitality and Tourism", as well as meets the university's philosophy in general and the departmental objectives of the faculty in particular. It is also structured to be more in line with current needs; and apply the latest methods of learning online through "blended learning" for some appropriate courses. Improvement of the existing curriculum has been done based on the feedback of stakeholders such as industry, universities/colleges and UiTM's Alumni.

The curriculum offers a balance between knowledge and practical application to ensure that students are well equipped with knowledge and hands-on experience, hence able to obtain immediate employment in the hospitality industry upon graduation. In addition, the industrial training programme will provide students with valuable experience, which will assist them in their career planning as well as full time job opportunities. Through its comprehensive curriculum that involves participation from the industry and various stakeholders, students will have an exciting career opportunity at management, supervisory and administrative positions in the hotel industry.

PROGRAMME OBJECTIVES:

Graduates are expected to fulfil the following objectives after 2 and half years of graduation:

- PEO1 Semiprofessionals in hospitality industry who analyze and apply the knowledge, understanding and laboratory experiences to provide quality products and services to the government agencies and hospitality industries.
- PEO2 Semiprofessionals in hospitality industry who lead and engage in teams in problem solving tasks across disciplines through effective communicative abilities.
- PEO3 Semiprofessionals in hospitality industry who continue to advance their knowledge and abilities by utilizing ICT to explore business opportunities in the hospitality industry.
- PEO4 Semiprofessionals in hospitality industry who practice ethical and professional values in providing services to the recipients and provider of the hospitality industry.

PROGRAMME OUTCOMES:

Graduates are expected to fulfil the following outcomes upon graduation:

- PO1 Able to acquire the knowledge in the operations of hotel industry.
- PO2 Able to perform operational tasks in housekeeping, front office and food and beverage departments.
- PO3 Able to identify and solve task related problems.
- PO4 Able to use appropriate, professional written and oral communication skills.
- PO5 Able to work effectively as a member of a team, serve clients and customers.
- PO6 Able to demonstrate ethical behavior throughout the learning process.
- PO7 Able to use technology to achieve operational efficiency and engage in life-long learning.
- PO8 Able to act effectively as an individual and in a group with management entrepreneurial capabilities.
- PO9 Able to apply leadership capability in work situation.

PROGRAMME STRUCTURE

SEMESTER 1

ELC120	- INTEGRATED LANGUAGE SKILLS: LISTENING
CTU101	- PRINSIP-PRINSIP ASAS ISLAM
HBU111	- NATIONAL KESATRIA I
HTM130	- INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY
MGT162	- FUNDAMENTALS OF MANAGEMENT
TFC203	- INTRODUCTORY FRENCH (LEVEL 1)
HTC112	- BASIC WESTERN AND PASTRY
HTF110	- FOOD HYGIENE

SEMESTER 2

ELC150	- INTEGRATED LANGUAGE SKILLS: READING
CTU151	- PEMIKIRAN DAN TAMADUN ISLAM
HBU121	- NATIONAL KESATRIA II
ACC106	- INTRODUCTION TO FINANCIAL ACCOUNTING & REPORTING
TFC253	- FOUNDATION FRENCH FOR HOTEL AND TOURISM MANAGEMENT (LEVEL II)
HTC166	- COMMERCIAL COOKERY I
HTH138	- FOOD AND BEVERAGE SERVICE I
HTH161	- PRINCIPLES OF CUSTOMER SERVICE

SEMESTER 3

ELC230	- INTEGRATED LANGUAGE SKILLS: WRITING
CTU265	- PENGURUSAN PEMAKANAN DAN PELANCONGAN ISLAM
HBU131	- NATIONAL KESATRIA III
MKT243	- FUNDAMENTALS OF MARKETING
HTC206	- COMMERCIAL COOKERY II
HTH238	- FOOD AND BEVERAGE SERVICE II
HTH250	- FOOD AND BEVERAGE COST CONTROL
HTM260	- SUPERVISION IN HOSPITALITY AND TOURISM INDUSTRY

SEMESTER 4

ENT300	- FUNDAMENTALS OF ENTREPRENEURSHIP
LAW277	- INTRODUCTION TO HOSPITALITY AND TRAVEL LAW
HTH366	- HOSPITALITY SALES AND MARKETING
HTH223	- HOUSEKEEPING OPERATIONS
HTH226	- FRONT OFFICE OPERATIONS
HTH200	- BASIC BARISTA SKILLS

SEMESTER 5

HTH303	- INDUSTRIAL TRAINING
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COURSE DESCRIPTION

SEMESTER 1

ELC120 - INTEGRATED LANGUAGE SKILLS: LISTENING

This course is designed to build the listening, speaking and reading skills to help students perform effectively and competently in the social and academic contexts. This is done through the integration of language skills with an emphasis on listening. It aims to raise students' proficiency to the intermediate level. This course focuses on enhancing the students' abilities to use the language by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction, vocabulary expansion and extensive reading activities which are intended to increase students' lexical density.

CTU101 - PRINSIP-PRINSIP ASAS ISLAM

Kursus ini mendedahkan kepada pelajar mengenai Prinsip Asas Islam. Fokus utama kursus ini ialah akidah, syariat, ibadat dan akhlak dengan menekankan kepentingan kefahaman dan penghayatan akidah serta pelaksanaan syariat, ibadat dan akhlak dalam kehidupan seharian.

This course exposes students to the Basic Principles of Islam. The main focus of this course is the 'aqidah', shariah, 'ibadah' and morals by emphasizing the importance of understanding and appreciation of the faith as well as the implementation of Shariah, ibadah and morality in everyday life.

HTM130 - INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY

This course introduces the students to the overall environment of the hospitality and tourism industry. The students will be equipped with the knowledge in operations, functions and roles of the industry.

HTC112 - BASIC WESTERN AND PASTRY

This course provides the fundamental concepts, skills and techniques of basic cooking and baking. The students will be given the hand-on experience on how to prepare products and its derivatives.

HTF110 - FOOD HYGIENE

This course introduces the students to the factors that influence the hygiene and safety of food prepared and served to customers. The course content includes safe practices for food handling, personal hygiene, Malaysian Food Regulation and Food Act, HACCP, microbial agents, symptoms and transmission of food-borne diseases. The materials offered in this course will be able to help in preventing the food borne illness outbreak from occurring. In addition to that, this course emphasizes on awareness of food safety issues in the foodservice environment.

MGT162 - FUNDAMENTALS OF MANAGEMENT

This course introduces the various functions of management such as planning, organizing, leading and controlling. The subject will expose students about management in rapidly changing world, in the context of a free world market economy along with the adaptation of information.

TFC203 - INTRODUCTORY FRENCH (LEVEL 1)

This is the first of a two semester French Language course designed specifically for Diploma students (Hotel and Tourism Management). This course includes an integration of the four language skills using appropriate situational contexts with emphasis on daily situational communication in the hospitality industry. The students will acquire the necessary skills through two specific sections of the course content:

The first section (week 1-5) is an introduction to General French.

The second (week 6-14) is Functional French with emphasis on social interaction used in everyday life in the hospitality industry.

SEMESTER 2

ELC150 - INTEGRATED LANGUAGE SKILLS: READING

This course is designed to equip students with the reading skills necessary to help them improve their comprehension of written English in order to compete successfully in an academic program and to be confident and independent readers. Specifically, students will be exposed to intensive and extensive reading strategies through a variety of reading materials to build higher level reading skills as well as engage in voluntary reading at their own initiative. In addition speaking and listening skills are integrated into the course to help students perform effectively and competently in the social and academic contexts. This course aims to raise their proficiency to high intermediate level by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction, vocabulary expansion and extensive reading activities which are intended to increase students' lexical density.

CTU151 - PEMIKIRAN DAN TAMADUN ISLAM

Kursus ini menjelaskan konsep Tamadun Islam dan sumbangannya kepada peradaban dunia. Kursus ini juga membincangkan Islam di Alam Melayu, sistem kekeluargaan, kemasyarakatan dan kenegaraan Islam seterusnya cabaran yang dihadapi oleh dunia Islam hari ini.

This course explains the concept of Islamic civilization and its contribution to world civilization. It also discusses Islam in the Malay world, the family, the community and state in Islam together with the challenges faced by the Islamic world today.

TFC253 - FOUNDATION FRENCH FOR HOTEL AND TOURISM MANAGEMENT (LEVEL II)

This is the second of a two semester French Language course designed specifically for Diploma students (Hotel and Tourism Management). This course includes an integration of the four language skills using appropriate situational contexts in the hotel and tourism industry. The students will acquire the necessary skills through language functions and grammar.

HTH138 - FOOD AND BEVERAGE SERVICE I

This course is designed towards the attainment of knowledge through hands-on practices in mock dining room operations. This comprehensive training program will provide the students with technical and interpersonal skills for all types of dining establishment.

HTH161 - PRINCIPLES OF CUSTOMER SERVICE

This course introduces the skill and knowledge in customer service within the hotel industry. It includes the concepts of customer services, listening techniques, verbal and nonverbal communication, use of technology and challenges towards customer services in the future.

HTC166 - COMMERCIAL COOKERY I

Students will be introduced towards the attainment of knowledge through hands-on practice in food preparation to complement the Basic Table Service in the subject of Food and Beverage Service I. Production of menu reflecting influences of Western and Eastern. The production will also focus on different methods of cooking such as grilling, baking, roasting, stewing, braising and other methods of cooking. This course also designed in such way that it corresponds to the skill development for a more profound understanding of food and cooking. The practicality is on developing knowledge, food presentation skills and product development.

ACC106 - INTRODUCTION TO FINANCIAL ACCOUNTING & REPORTING

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles and techniques of double entry system, procedures in preparing final accounts of a sole trader for merchandising and service enterprise. This course aims to provide students with the basic accounting knowledge of the total recording process as well as maintenance of full set of accounts that a business organization should keep.

SEMESTER 3**ELC230 - INTEGRATED LANGUAGE SKILLS: WRITING**

This course is designed to equip students with the writing skills necessary to help them improve their written English in order to compete successfully in an academic program and to be confident and independent writers. This course aims to build the writing, reading and speaking skills to help students perform effectively and competently in the social and academic contexts. This is done through the integration of the language skills with emphasis on writing. This course also aims to equip students with the necessary skills to present arguments and discuss issues effectively. It focuses on enhancing the students' abilities to use the language by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction and vocabulary expansion which are intended to help increase students' lexical density.

CTU265 - PENGURUSAN PEMAKANAN DAN PELANCONGAN ISLAM

Kursus ini membincangkan tentang pelancongan dalam Islam, prinsip dan etika pengurusan serta pemuliharaan alam sekitar dalam industri pelancongan. Kursus ini juga menjelaskan konsep pemakanan, kebersihan dan nilai estetika yang boleh diaplikasi dalam industri pelancongan.

This course discusses tourism in Islam, principles and management ethics of and environmental conservation in the tourism industry. The course also explains the concept of nutrition, hygiene and aesthetics that can be applied in the tourism industry.

HTH238 - FOOD AND BEVERAGE SERVICE II

This course combines the theoretical and practical dimensions of a typical food and beverage establishment. It introduces the students to the fundamental concepts of opening, managing and operating a restaurant and the attainment of knowledge through hands-on practices in mock dining room operations. This course will provide the students with advanced knowledge in technical and interpersonal skills for all types of dining establishments.

HTH250 - FOOD AND BEVERAGE COST CONTROL

The course outlines the essential principles and procedures of effective food and beverage cost control which emphasizes on calculation of food costs, standards and planning.

MKT243 - FUNDAMENTALS OF MARKETING

This course examines the fundamental, practical, managerial approach to marketing. It gives the student a comprehensive, innovative, managerial and practical introduction to marketing.

HTC206 - COMMERCIAL COOKERY II

Students will be introduced towards the attainment of knowledge through hands-on practice in food preparation to complement the Advance Table Service in the subject of Food and Beverage Service II. This course also designed in such way that it corresponds to the skill development for a more profound understanding of food and advanced cooking.

HTM260 - SUPERVISION IN HOSPITALITY AND TOURISM INDUSTRY

The syllabus focuses directly on the first-line hospitality supervisor and applying the wisdom of management theory and experience to the hard realities of the hospitality industry terms. Principles of good people management are provided in terms of how they apply on the job.

SEMESTER 4**ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP**

This course provides an overview of the requirements for launching an entrepreneurial career and starting up an entrepreneurial venture. After an appreciation of the concept of entrepreneurship, students will be exposed to the critical role of opportunity recognition and evaluation. The course also shed light on the entrepreneur as the main success factor in the new venture formation and development. The central focus of the course is to prepare the students with the essence of entrepreneurship and business planning skills that is essential for the success of new ventures.

HTH223 - HOUSEKEEPING OPERATIONS

The course is designed towards developing technical skills needed to manage housekeeping operations particularly in rooms, public areas, linen and laundry.

HTH226 - FRONT OFFICE OPERATIONS

The course is designed for a systematic approach to all front office procedures and processes. It also enables the student to incorporate the application and the usage of computer in the department's daily routine. Students are also required to perform front office accounting consecutively to familiarize with the accounting procedures applied in hotel industry.

HTH200 - BASIC BARISTA SKILLS

The course introduces students to the fundamental of barista knowledge and skills as practiced in the industry. This course is designed to instil the necessary knowledge and skills to understand the workings of barista operations.

HTH366 - HOSPITALITY SALES AND MARKETING

This course provides the understanding of both consumer and organizational markets and the techniques of selling. It also emphasizes on the elements of marketing in a hotel environment. Hotel industry examples will be used to overview the fundamental areas of marketing, advertising, sales, promotion, pricing and distribution channels.

LAW277 - INTRODUCTION TO HOSPITALITY AND TRAVEL LAW

The course will focus on the understanding of the Malaysian legal system, the division of powers between the federal, state and local authorities in the management of tourism in Malaysia, tourism related laws and policies and laws governing the hospitality, tourism and food service providers and holidaymakers in Malaysia.

SEMESTER 5

HTH303 - INDUSTRIAL TRAINING

The course is designed to equip the students with real hand-on industrial working experience that will educate and train them in the development of knowledge and skill parallel with the needs and trends of the industry.