



HOTEL MANAGEMENT

PROGRAMME DESCRIPTION:

This three-year programme in the Faculty of Hotel and Tourism Management was first introduced in 1993 to meet the growing requirements of hotel industry in Malaysia. The programme was designed to provide students with comprehensive, up-to-date knowledge and hands-on experience at operational and management levels. Since then, this programme has developed an excellent reputation within the hotel industry in the country for the quality of the graduates.

The programme concentrates on broad coverage of hospitality industry at both operational and managerial departments that includes food and beverage, front office, housekeeping, foodservice, event management, sales and marketing, club management, revenue management, hotel marketing and human resources. Further, the programme prepares students with a wide array of professional careers in hotels and resorts, private clubs, restaurants, conference centres and catering businesses.

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 strong curriculum design 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.

The B.Sc. (Hons.) Hotel Management programme is currently being offered at UiTM Shah Alam, Penang and Terengganu campuses.

PROGRAMME OBJECTIVES:

Graduates are expected to fulfil the following objectives after 5 years of graduation:

- Competent hotel professionals who synthesize and apply the knowledge, understanding and laboratory experiences to provide quality products and services to government agencies and hospitality industries.
- Professionals in hotels who lead and engage in teams in problem solving across disciplines through effective communication abilities.
- Professionals in hotels who continue to advance their knowledge and abilities by utilising ICT to explore business opportunities in the hospitality related industry.
- Professionals in hotels who practice ethical and professional values in providing services to the recipients and provider of hospitality industry.

PROGRAMME OUTCOMES:

Graduates are expected to fulfil the following outcomes upon graduation:

- Able to apply hospitality knowledge to enhance future employability in the hotel industry.
- Able to apply hospitality practical skills to enhance job performance and future employability in the hotel industry.
- Able to identify, formulate and solve situational problems in the hotel industry.
- Able to communicate effectively in work areas relevant to the hotel industry.
- Able to work effectively as a member of a team, serve key stakeholders and take social responsibility.
- Able to demonstrate professionalism and ethical conduct according to the hotel industry practices.
- Able to acquire hotel management information for lifelong learning through professional development.
- Able to apply hotel management and entrepreneurial knowledge and skill to enhance performance and productivity.
- Able to apply and instil leadership capability in work situation and organisation.

PROGRAMME STRUCTURE:**SEMESTER 1**

ELC400	- PREPARATORY COLLEGE ENGLISH
HBU111	- NATIONAL KESATRIA I
HTH423	- HOUSEKEEPING MANAGEMENT
HTH427	- FRONT OFFICE MANAGEMENT
HTM400	- FUNDAMENTALS OF HOSPITALITY AND TOURISM INDUSTRY
MGT400	- INTRODUCTION TO MANAGEMENT

ELECTIVES

TFC401	- INTRODUCTORY FRENCH (LEVEL I)
TJC401	- INTRODUCTORY JAPANESE (LEVEL I)
TMC401	- INTRODUCTORY MANDARIN (LEVEL I)

SEMESTER 2

ACC406	- INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING
CTU551	- ISLAM AND ASIAN CIVILIZATION
ELC500	- ENGLISH FOR ACADEMIC READING
HBU121	- NATIONAL KESATRIA II
HTC462	- BASIC COMMERCIAL COOKERY
HTH436	- FOOD AND BEVERAGE SERVICE MANAGEMENT
HTH485	- FOOD AND BEVERAGE COST CONTROL
MKT410	- INTRODUCTION TO MARKETING

ELECTIVES

TFC451	- INTRODUCTORY FRENCH (LEVEL II)
TJC451	- INTRODUCTORY JAPANESE (LEVEL II)
TMC451	- INTRODUCTORY MANDARIN (LEVEL II)

SEMESTER 3

- CTU555 - MALAYSIAN HISTORY
- ECO560 - ECONOMICS FOR HOSPITALITY MANAGEMENT
- ELC550 - ENGLISH FOR ACADEMIC WRITING
- HBU131 - NATIONAL KESATRIA III
- HTH500 - HOSPITALITY SERVICE MANAGEMENT
- HTH555 - PRICING AND REVENUE MANAGEMENT FOR HOSPITALITY INDUSTRY
- HTH566 - HOTEL DESIGN AND LAYOUT
- HTH581 - HOSPITALITY FINANCIAL MANAGEMENT

ELECTIVES

- TFC501 - INTRODUCTORY FRENCH (LEVEL III)
- TJC501 - INTRODUCTORY JAPANESE (LEVEL III)
- TMC501 - INTRODUCTORY MANDARIN (LEVEL III)

SEMESTER 4

- CTU695 - HALAL STANDARD, FOOD LAW AND SANITATION
- ENT530 - PRINCIPLES OF ENTREPRENEURSHIP
- HTH545 - HOSPITALITY CONSUMER BEHAVIOR
- HTH551 - HOSPITALITY SERVICE MARKETING
- HTH568 - CLUB AND THEME PARK MANAGEMENT
- HTH666 - HOSPITALITY HUMAN RESOURCE MANAGEMENT
- HTH575 - ROOM DIVISION ANALYSIS
- LAW419 - HOSPITALITY AND TRAVEL LAW

SEMESTER 5

- HTC630 - ORGANISATIONAL BEHAVIOR FOR THE HOSPITALITY AND FOOD SERVICE
INDUSTRI
- HTH611 - HOSPITALITY MANAGERIAL ACCOUNTING
- HTH665 - HOSPITALITY INFORMATION TECHNOLOGY AND E-COMMERCE
- HTH668 - HOSPITALITY STRATEGIC MANAGEMENT
- HTH678 - HOTEL QUALITY MANAGEMENT
- HTM606 - HOSPITALITY RESEARCH METHODS
- STA404 - STATISTICS FOR BUSINESS AND SOCIAL SCIENCES

SEMESTER 6

- HTH652 - INDUSTRIAL TRAINING
- HTM655 - UNDERGRADUATE PROJECT

COURSE DESCRIPTION:

SEMESTER 1

ELC400 - PREPARATORY COLLEGE ENGLISH

This is a course designed to enhance students' listening and writing skills in the use of English for academic purposes. It helps to consolidate the students' skills in using grammatically correct structures in academic context. The students are also taught paraphrasing, summarising and essay writing skills. Grammatical items are reinforced in the teaching of listening and writing.

HBU111 - NATIONAL KESATRIA I

This course introduces to students conduct and behaviour, personality, leadership and communication manner through the components of discipline such as uniform team marching. Students are also given inputs on nationalism and spiritual to inculcate patriotism and development of behaviour. Aspect of physical fitness are given through physical training.

HTH423 - HOUSEKEEPING MANAGEMENT

This course introduces a systematic approach in developing technical skills needed to manage housekeeping operations particularly rooms, public areas, linen and laundry. It also enables the student to incorporate hands-on skills in the department's daily routine through practical classes.

HTH427 - FRONT OFFICE MANAGEMENT

This course is designed towards a systematic approach to front office procedures; reservation, registration, check-out and cashiering. It also enables the student to incorporate the application and the usage of computer in the department's daily routine.

HTM400 - FUNDAMENTALS OF HOSPITALITY AND TOURISM INDUSTRY

This introductory course provides student with the scope and complexity of the hospitality industry by exploring the relationships of lodging, tourism, food and beverage, culinary arts and other sub industries. It introduces key hospitality and tourism management definitions, current issues and future trends within the industry. It encompasses the study of organisation, functions, operations and management of the hospitality industry, safety, security and environmental practices.

MGT400 - INTRODUCTION TO MANAGEMENT

This course introduces the functions of management such as planning, organising, leading and controlling as well as other management principles and concepts. The subject will expose students to managerial approaches that are pertinent in a business enterprise. Business challenges and several management issues are also covered in order for students to acquire better understanding of managerial duties, skills, roles and decisions.

TFC401 - INTRODUCTORY FRENCH (LEVEL I)

This is the first of a three part course for the French Language. It helps to develop the strategies and skills necessary for effective oral presentations and introductory written skills. This course enables students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Students also learn some aspects of French culture and civilisation.

TJC401 - INTRODUCTORY JAPANESE (LEVEL I)

This is the first of a three-part programme for Introductory Japanese Course. Hiragana and Katakana characters will be used. The syllabus ranges from the introductory Japanese structures to cultured 30 information. It helps to equip the students with introductory communicative competence. This course also introduces some introductory Japanese Cultural elements to the students.

TMC401 - INTRODUCTORY MANDARIN (LEVEL I)

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the first of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

SEMESTER 2**ACC406 - INTERMEDIATE FINANCIAL ACCOUNTING AND 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 and partnership. 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 organisation should keep. It is also designed to develop the student's skill in preparing financial statements for partnerships.

CTU551 - ISLAM AND ASIAN CIVILIZATION

This course discusses the history and civilization knowledge such as Islamic civilization, Malay civilization, China civilization and India civilization. Current issues during civilization and the importance of courtesy dialogues are also emphasized.

ELC500 - ENGLISH FOR ACADEMIC READING

This course is a review of fundamental reading skills necessary for understanding academic texts at tertiary level. It focuses on building and enhancing students' ability to interpret content and analyse the organisation of ideas in reading texts. It is recommended that tasks and activities are discipline-based.

HBU121 - NATIONAL KESATRIA II

This course encompasses four components such as discipline of self defence (battle without weapons), patriotism, spiritual and recreational. This course also introduces the principal of survival to students.

HTC462 - BASIC COMMERCIAL COOKERY

This course is designed to equip students with fundamental concept, skill and techniques of basic cooking. Students will be introduced with food production relating to Western cuisines. Production also will focus on different methods of cooking such as grilling, roasting, baking and others. Additionally, students will be equipped with basic kitchen management skill to enable them to understand how professional kitchen functions.

HTH436 - FOOD AND BEVERAGE SERVICE MANAGEMENT

This course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasising the importance of meeting the needs and exceeding the expectations of guests.

HTH485 - FOOD AND BEVERAGE COST CONTROL

This course will help students understand the planning and control process in the restaurant service industry. The student will learn about pricing, support systems including food cost breakdown, the fundamental of purchasing, receiving, storing, issuing and production and the importance of budgeting and an accurate profit and loss statement.

MKT410 - INTRODUCTION TO MARKETING

This course introduces the principles and practice of marketing. It includes the basic concept and philosophies in marketing, market segmentation, targeting and positioning as well as marketing mix (4P's). In addition, areas on consumers' buying behaviour, marketing environment and marketing role in strategic planning and society are also emphasised.

TFC451 - INTRODUCTORY FRENCH (LEVEL II)

This course includes an integration of the four language skills, which will enable students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Verbal and non-verbal communication skills are taught with visual aids. Students are also taught to anticipate and respond to questions appropriately. This course also provides relevant cultural and social elements.

TJC451 - INTRODUCTORY JAPANESE (LEVEL II)

This is the second of a three parts for Introductory Japanese course. Hiragana and Katakana characters will be used. The syllabus ranges from the introductory Japanese structures to cultured information. It helps to equip the students with introductory communicative competence.

TMC451 - INTRODUCTORY MANDARIN (LEVEL II)

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the second of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

SEMESTER 3**CTU555 - MALAYSIAN HISTORY**

This course explains the concept of ethnic diversity, community, and culture that exists in Malaysia and plurality from Islamic perspective. This course discusses the history of Independence, the Constitution and the unity of the Ummah through the Federal Constitution in comparison with the constitution of Medina. It also discusses the political and economic development, action plans and strategies towards creating an integrated society, Malays and Bumiputeras survival strategies and application of Islamic values as a way of life in various ethnic groups in Malaysia.

ECO560 - ECONOMICS FOR HOSPITALITY MANAGEMENT

This course will cover the key areas of economics within a hospitality framework. Case studies and/or selected reading excerpt will be utilised in explaining relevant economic principles and defining key terminologies. The topics will be covered with a minimum amount of mathematics. The content of the course will equip students with the relevant economic knowledge that will enable them to analyse and manage the development in the hospitality industry and related activities in tourism, leisure and recreation.

ELC550 - ENGLISH FOR ACADEMIC WRITING

This course focuses on developing students' ability to paraphrase, summarise, and write parenthetical references/citation. The skills acquired will deter plagiarism and help prepare them for writing their final year project paper which is mandatory to acquiring their respective degrees.

HBU131 - NATIONAL KESATRIA III

This course is an extension to TTS skills, water sports, recreation, survival and additional mental and physical stage of fitness. Students are also equip with communication skills, creative thinking and spirit of teamwork.

HTH500 - HOSPITALITY SERVICE MANAGEMENT

This course provides an understanding of the service attributes and characteristics, service segments and concepts of service delivery system, quality standards, training and concept of globalization for service sectors. The focus is to develop and apply theories and strategies for situational problems.

HTH555 - PRICING AND REVENUE MANAGEMENT FOR HOSPITALITY INDUSTRY

This course helps students to learn and apply the principles of yield management to hospitality industry. The course focuses on methods of managing limited resources and price with the intent of maximising performance. Topics to be covered include forecasting, overbooking, reservations systems, information technology, process design, pricing, management and marketing issues. Problem-solving cases will be used to familiarise students with yield management practices and applications.

HTH566 - HOTEL DESIGN AND LAYOUT

This course emphasise students' awareness, critical thinking and observation towards individual hotel design and layout; this is exemplified through a spectrum of hotel classifications, its development and planning considerations, as well as the design trends in hotel industry. Students will be equipped with the fundamentals of hotel's planning and development, which covers site and master planning, the spatial features, technical coordination, special systems, construction as well as environmental design. This course is conducted via a combination of lectures, tutorials, assignments, site visit and/or seminar.

HTH581 - HOSPITALITY FINANCIAL MANAGEMENT

The course covers key areas of financial aspects of evaluating future hospitality projects. Students will deal with several tools in analysing and evaluating the worthiness of mutually exclusive projects. The contents include financial decisions and risk return relationship, financial feasibility, valuation of hospitality properties, financial structure, and asset management.

TFC501 - INTRODUCTORY FRENCH (LEVEL III)

This is a course for students to develop the strategies and skills necessary for effective oral presentations and introductory written skills. This course enables students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Students also learn some aspects of French culture and civilization.

TJC501 - INTRODUCTORY JAPANESE (LEVEL III)

This is the third of a three part programme for Introductory Japanese Course. Hiragana, Katakana and simple Kanji will be used. The syllabus ranges from the introductory Japanese structures to cultured information. It helps to equip the students with introductory communicative competence. This course also introduces some introductory Japanese Cultural elements to the students.

TMC501 - INTRODUCTORY MANDARIN (LEVEL III)

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the third of a three-level Mandarin Language programme designed specifically for UiTM Bachelor degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, speech, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the intermediate level proficiency. In this course, students will be introduced to the Hanyu Pinyin system (Romanized Mandarin). In addition, Chinese culture will also be introduced in this course.

SEMESTER 4**CTU695 - HALAL STANDARD, FOOD LAW AND SANITATION**

This course is a combination of food science for the attainment of hygienic conditions and the halal standard according to Islam. It covers the principles related to halal standard, contamination, cleaning compounds, sanitizers, cleaning equipment and specific directions for applying these principles to attain hygienic conditions in food processing and preparation facilities. This module also discusses the most common pests found in the food industry and the current methods for prevention. The government bodies that deal with halal standard and also legislation pertaining food hygiene in Malaysia and international level are also discussed.

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

The focus of this course is to nurture basic appreciation towards entrepreneurship from the perspective of individual entrepreneur. Emphasis is on the entrepreneurial mindset and decision process the individual encounters as he pursues entrepreneurial opportunities, create new ventures and deals with business management issues. The course has two key components of face-to-face lectures and practical project assignments monitored through on-line consultations with the course lecturer.

HTH545 - HOSPITALITY CONSUMER BEHAVIOR

Students will be equipped with marketing fundamentals to address the complex issues of consumer behaviour especially in hospitality business. It is designed to understand different characteristics and behaviours of consumer in order to offer variety of products tailored to the needs and wants of hospitality consumers. In addition, the hospitality business also address the postmodernism complex issues in creating new service concepts that can be designed, packaged, and promoted to be distinctive from competitors.

HTH551 - HOSPITALITY SERVICE MARKETING

This course explores the principles of service marketing as applied to the hospitality industry. Students will be exposed to service concepts of the hospitality organisations, such as service product and markets, managing customers, and implementing profitable service strategies. This course also includes relevant cases and issues of different service providers relating to service marketing.

HTH568 - CLUB AND THEME PARK MANAGEMENT

This course is designed for students who are interested in a career in the club, gaming, and/or theme park industry. It provides an understanding of the club, gaming, and theme park industry in the areas of development, operation, as well as management. In addition to learning important principles and fundamentals on operation and management of these three industries, students will also be participating in various activities throughout the course to gain exposure and experiences.

HTH666 - HOSPITALITY HUMAN RESOURCE MANAGEMENT

This course is designed to help students understand the importance of human resources in achieving organisational goals in the hospitality industry. This course also provides an overview of human resource management, with particular emphasis on human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues.

HTH575 - ROOM DIVISION ANALYSIS

This course provides an understanding of the essentials of the rooms division management comprising of front office and housekeeping operations. The students will be introduced to the concepts and techniques of maximising room's revenue through room pricing, control of rates, capacity management, forecasting, cost-saving practices and management analysis on the hotel's financial health through various performance measures.

LAW419 - HOSPITALITY AND TRAVEL LAW

This course focuses on the basic understanding of Malaysian legal system as well as other basic legal principles which are mainly governing the hospitality and travel industry with particular emphasis to aspects of laws relevant to culinary, food management, restaurant and tourism industry. The laws covered within this course are namely the commercial law such as law of contract, law of agency, tort of negligence and other parliamentary statutory provisions relevant to hospitality and tourism industry.

SEMESTER 5**HTC630 - ORGANISATIONAL BEHAVIOR FOR THE HOSPITALITY AND FOOD SERVICE INDUSTRY**

Organisational behaviour is a field study that specifically focuses on the impact that people have on organisational survival and effectiveness. This course provides students with a management perspective on organisational behaviour. Its aim is to provide students with an understanding of the importance of individual differences; group dynamics, work attitudes, and their antecedents and consequences at work within the hospitality business environment.

HTH611 - HOSPITALITY MANAGERIAL ACCOUNTING

This course introduces students with managerial decision-making knowledge and skills using accounting data as an integral part of the function of managers in the hospitality industry. Students are provided with the core knowledge needed to understand the kinds of data generated by the financial systems of hospitality operations, prepare budgets, perform variance analysis, and provide control over the financial aspects of the hospitality business. Applications of these techniques and tools in the hospitality industry will be demonstrated throughout the course.

HTH665 - HOSPITALITY INFORMATION TECHNOLOGY AND E-COMMERCE

This course discusses on the impact of information technology and communications on the hospitality industry. Students will be able to describe basic functions found in hospitality and restaurant management systems, and devotes a significant amount of time to learning industry-specific applications. They also can explain the importance of new development such e-commerce, Intranets, Web technology and telecommunication that would give the industry a new dimension of competitive edge.

HTH668 - HOSPITALITY STRATEGIC MANAGEMENT

This course introduces current literature and theories of strategic management in hospitality firms and business scenario as a whole. Students will be actively involved in the exploration of current ideas, issues, problems and techniques associated with top management and overall organisation. This task includes planning a company's mission statement, objectives, vision and policies and figuring out the most effective way to implement them. Analysis of the environments, opportunities and strategies particularly in managing the strategic function of the hospitality industry will be covered.

HTH678 - HOTEL QUALITY MANAGEMENT

This course is designed to expose students with the concept of total quality management, which is tailored to accommodate the hotel industry. Students will be introduced to the fundamental concepts and principles of total quality management, the evolution of quality, introduction to the quality gurus, implementation of quality, leadership in quality, and process management, which include process control and continuous quality improvement. Students will be engaged in series of discussions and presentations in the learning process and will be able to integrate and apply the knowledge learned for their future-working endeavour. This course will also prepare students to become a better management figure by exercising strategies learned to improve quality and engage in continuous quality improvement.

HTM606 - HOSPITALITY RESEARCH METHODS

This course is designed to expose student doing management research in order to better understand the complexity of today's hospitality business environment. Managers need good information to reduce risk in their management decision-making. At the same time, research can assist management to ask the right strategic questions. Hence, knowledge and understanding of our social and business environment have become the basis of today's managerial decision-making. This introductory course provides a holistic and integrated approach to hospitality management research processes. This course covers a wide range of approaches to management research and their philosophical bases to be readily applicable to managerial problem solving.

STA404 - STATISTIC FOR BUSINESS AND SOCIAL SCIENCES

This course introduces the students to the basic and intermediate methods of data analysis. Emphasis will be given to the usage of descriptive and inferential statistics including measures of central tendency, measures of dispersion, correlation, regression, hypothesis testing and chi-square test of independence. Student will be exposed to interpret the output from the statistical software.

SEMESTER 6**HTH652 - INDUSTRIAL TRAINING**

The course is designed to enable students to meet their educational objectives through participation in a well-planned and organised real-life work experience in the core departments within a hotel business environment. The primary purpose of the industrial training is to enhance the development of skills: operational, communication, customer service and other relevant skills parallel with the needs and trends of the hotel industry, so that the students would be competent and job ready.

HTM655 - UNDERGRADUATE PROJECT

This course provides a platform for students to further enhance the learning in acquiring special topics of interest within the industry that are not covered extensively in the curriculum. The project provides opportunity for students to study in greater depth an aspect of particular issue (mastery of knowledge) relating to the project's theme relevant to the industry. The undergraduate project may be either an argumentative essay, applied or action "research" to satisfy the requirements. The course will employ both formative and summative assessment methods.