

BACHELOR'S DEGREE IN Tourism Management

KPT: N/861/3/0026 MQA: FA 9816

WHY CHOOSE US?

"This program is a collaborative program under Universiti Utara Malaysia (UUM) with Innovative International College (IIC). The skill set that fall under this program is a modul for setting up the perfect character in industrial needs and wants. Furthermore, tourism industry in Malaysia is one of the biggest industries that provide vast opportunity in job offering. It has been a leading market since Malaysia Truly Asia program.

Other than that, this program provide students with the skills needed in the industry namely interpersonal skill, softskill, managerial skill, communication skill, increase the knowledge in tourism field as well as the community and provide an example as an individual for the industry.

The sector that currently processing the tourism graduates are specifically in tourism sector, airlines, logistic industry, leisure and recreation, event and other management unit."

QUALIFICATIONS

SIJIL TINGGI PELAJARAN MALAYSIA (STPM)

- Fulfill University General Rules and special program requirements, obtained a pass at SPM level for Moden Mathematics/Additional Mathematics/Principles of Accounting, and
- Obtained credits at SPM level in English Language, or
- Score Band 3 in MUET

MATRICULATION

- Fulfill University General Rules and Special Program requirements obtained a pass at Matriculation/Foundation in all specialized subjects, and
- Obtained a pass at SPM level for Moden Mathematics/Additional Mathematics/Principles of Accounting, and
- Obtained credits in English at SPM level, or
- Score Band 3 in MUET

DIPLOMA

- Diploma (Level 4, MQF) holders or other relevant certificate certified by Malaysia Government and the University Senate CGPA 2.50



COURSE STRUCTURE

SEMESTER 1

- Malaysian Studies
- Thinking Science and Ethics
- Elementary Statistics
- Introduction to Tourism
- Foundation of Finance
- Co-curriculum

SEMESTER 2

- Philosophy & Contemporary Issues
- English Proficiency
- Introduction to Management
- Information System in Organization
- Entrepreneurship
- Principles of Economics
- Co-curriculum

SEMESTER 3

- Sport Tourism
- English Proficiency II
- Introduction to Event
- Tourism Marketing
- Sociology of Tourism
- Recreation Management
- Co-curriculum

SEMESTER 4

- English Proficiency III
- Environmental Management in Tourism
- Tourist Behaviour
- Travel Geography
- Tourism Policy, Planning and Development
- Co-curriculum
- Event Marketing

SEMESTER 5

- Hospitality English
- Event Design and Production
- Tourism Transportation
- Tourism and Hospitality Research
- Hospitality and Tourism Law
- Tour Operation Management

SEMESTER 6

- Research Paper
- M.I.C.E Management
- Event Administration and Coordination
- Human Resource Management in Tourism and Hospitality
- Event Management

SEMESTER 7

- Tourism Seminar
- Sociology Aspect in Event Management
- Sport Tourism Event Management
- Interpersonal Skills
- Service Marketing in Tourism

SEMESTER 8

- Industrial Training

CAREER OPPORTUNITIES

- Tour Operator
- Tour Executive
- Travel Agent
- Event Manager
- Event Executive
- Tourism Development Officer

- Travel Consultant
- MICE Executive
- Tour Coordinator
- Inbound Coordinator
- Outbound Coordinator

