



# BACHELOR IN TOURISM MANAGEMENT

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

This programme will provide students with the skills, knowledge and attitudes to work in the tourism industry, travel sector, airlines and transportation, leisure and recreation, as well as events.

Tourism industry, to develop travel related skills such as geographical skills, marketing skills, and negotiation skills.

**INTAKE** Monthly intake throughout the year

**DURATION** 3 Years

**ENTRY REQUIREMENT** Pass the Test of English as a Foreign Language (TOEFL) at least 500/ International English Language Testing System (IELTS) at least 5.5; OR A credit pass in Mathematics or equivalent and English Languages

**JOB OPPURTUNITY** Tour Consultant, Tour Manager, Tour Guide, Ticketing Officer (Airline & Travel Agency), Reservation Officer, Marketing Executive, Manager (Airline & Travel Agency), Event Coordinator / Executive / Manager, Sales Coordinator / Executive / Manager, Operation Coordinator / Executive / Manager

## COURSE STRUCTURE

### YEAR 1

- Ethnic Relations
- Malaysian Studies
- Thinking Science and Ethics
- Introduction to Tourism
- Foundation of Finance
- Co-Curriculum 1
- Islamic Civilization 1
- English Proficiency 1
- Introduction to Management
- Information Systems in Organization
- Entrepreneurship
- Principles Economics
- Co-Curriculum 2

### YEAR 2

- English Proficiency 2
- Elective Program 1 (Sport Tourism)
- Concentration 1 (Introduction to Event)
- Tourism Marketing
- Sociology of Tourism
- Recreation Management
- Co-Curriculum 3
- English Proficiency III
- Elective Program 2 (Environmental Management in Tourism)
- Tourism Behaviour
- Tourism Geography
- Tourism Policy, Planning and Development
- Co-Curriculum 4
- Concentration 2 (Event Marketing)

### YEAR 3

- Hospitality English
- Concentration 3 (Event Design and Production)
- Elective Program 3 (Tourism Transportation)
- Tourism and Hospitality
- Hospitality and Tourism Law
- Tour Operation Management
- Tourism Research Project Paper
- Elective Program 4 (MICE Management)
- Concentration 4 (Event Administration and Coordination)
- Human Resource Management in Tourism and Hospitality
- Event Management

### YEAR 4

- Tourism Seminar
- Concentration 5 (Sociological Aspect in Event Management)
- Concentration 6 (Sport Tourism Event Management)
- Free Elective (Interpersonal Skills)
- Elective Program 5 (Service Marketing in Tourism)
- Practicum