SCHOOL OF HOSPITALITY, TOURISM & EVENTS

BACHELOR OF INTERNATIONAL HOSPITALITY MANAGEMENT (HONS)

No	Module Code	Module Title	Credit Hours
1	HOS61304	Hotel Revenue Management	4
2	HOS61404	Hospitality Business Modeling and Simulation	4
3	HOS61504	Hotel Innovation Management	4
4	HOS61204	Hospitality Management and Leadership	4
5	HOS 40304	Food and Beverage Service	4
6	EVT 60904	Event and Tourism Risk Management	4
7	MPU2142	Bahasa Melayu Komunikasi 1(Malay Language)	2

MODULE SYNOPSIS

Module Title	Module Synopsis
Hotel Revenue Management	The discipline of revenue management combines data and operations research with strategy and understanding of today's customer. The study of revenue management must be analytical and detail orientated, yet capable of thinking strategically and managing the relationship with sales. This subject deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of performance analysis to allow students to assess the situation and to develop a suitable approach to better maximize an organisation's revenue.
Hospitality Business Modeling and Simulation	This subject comprises of a short term project, team management, and synthesis of the knowledge gained throughout the program.
Hotel Innovation Management	This course will provide an introduction to the key issues involved in the design of hotel premises and facilities, illustrated with examples drawn from the industry itself. It presents the basics of hotel layout, equipment/systems, project planning and design.
Hospitality Management and Leadership	This module covers the pertinent management functions of planning, organizing and controlling as well as human relations functions that are essential in hospitality management and these are: communication and decision making, conflict management, leadership and motivation. In introducing the module, the syllabus provides an overview of management in the hospitality industry specifically, its characteristics, career opportunities and important influencing trends. In addition, the role of service as well as critical and contemporary issues/challenges faced in managing and leading hospitality organizations are also examined.
Food and Beverage Service	This module focuses the general idea of running a restaurant. Technical skills exposure on pre-service and post-service briefing, mise-en-place and restaurant practical worksheet for the day's service will be discuss after operation. Techniques are emphasis related to different types of

	service, menu application, folding varieties of napkin folds, techniques of opening wine and service to guests.
Event and Tourism Risk Management	This module exposes the students to identify event risk factors inherent to any event and the strategies to manage those risks.
Bahasa Melayu Komunikasi 1 (Malay Language)	This course exposes the international students to the simple communication skills that needed in their daily life while staying in Malaysia. Students will be taught about how to greet other, the pronunciation, intonation and basic grammar to enable them to communicate and write well in this language.

BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS) (EVENTS MANAGEMENT)

No	Module Code	Module Title	Credit Hours
1	EVT 41004	Principles of Design for Events	**4**
2	EVT 40604	Event Project	4
3	EVT 60704	Conventions and Meetings Management	4
4	EVT 60904	Event and Tourism Risk Management	4
5	EVT 60104	Exhibition Management	4
6	EVT 60204	Events Operations	4
7	MPU2142	Bahasa Melayu Komunikasi 1 (Malay Language)	2

MODULE SYNOPSIS

Module Title	Module Synopsis
Principles of Design for Events	This module introduces students to the basic theory and concepts in designing of a "live" event. It provides students adequate exposure to experiment with color, lighting, a variety of decorative elements and thematic ideas for an event.
Event Project	This module provides an introduction to the concepts, methods, and practices in recreation event management. It includes a review of the components involved in recreation and sports event planning. This module prepares students towards professional understanding of event planning and management in local and international perspective. Students are able to plan and manage a recreation or sports event.
Conventions and Meetings Management	This module prepares students towards professional analysis in convention management from a local and international perspective. Students are able to manage conventions in line with the clients' requirement and needs.
Event and Tourism Risk Management	This module exposes the students to identify event risk factors inherent to any event and the strategies to manage those risks.
Exhibition Management	This module prepares students towards professional analysis in exhibition management from a local and international perspective. Students are able to create suitable designs in line with the clients' requirement and needs.

Events Operations	This module equips the students with the essential knowledge and skills in event coordination. The module covers the aspect of event operation tools such as timeline, manpower allocation, logistics, processes and dealing with external stakeholders.
Bahasa Melayu Komunikasi 1 (Malay Language)	This course exposes the international students to the simple communication skills that needed in their daily life while staying in Malaysia. Students will be taught about how to greet other, the pronunciation, intonation and basic grammar to enable them to communicate and write well in this language.

BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS)

No	Module Code	Module Title	Credit Hours
1	TOU60304	Data and Media Analysis for Tourism	4
2	TOU60904	Sociology of Tourism	4
3	TOU61804	Tourism Economics	4
4	EVT 60904	Event and Tourism Risk Management	4
5	EVT 60704	Conventions and Meetings Management	4
6	HOS61204	Hospitality Management and Leadership	4
7	MPU2142	Bahasa Melayu Komunikasi 1 (Malay Language)	2

MODULE SYNOPSIS

Module Title	Module Synopsis
Data and Media Analysis for Tourism	After attending this module students will be able to evaluate the impact of new information and communication technologies (ICT) on both the supply and the demand side of hospitality and tourism. Students will also be able to critically appraise the role of ICT in creating value propositions for customers and competitive advantage for organizations in the hospitality/tourism industry and understand the benefits and costs of the adoption of new technologies for stakeholders in the hospitality and tourism sector.
Sociology of Tourism	This module introduces students to the tourism phenomenon from a sociological perspective. Students will be taught the various sociological stances concerning tourist behaviour. Moreover, various research methodologies will be examined and discussed in order to have an in-depth understanding of tourist behaviour. This module also exposes students to the idea that different cultural contexts influence people's behaviour on holiday, which is a crucial concept for students to understand how to manage effectively culturally diverse tourism businesses.
Tourism Economics	The specifications in tourism economics should encourage students to be inspired, moved and changed by following a broad, coherent, satisfying and worthwhile course of study and gain an insight into related sectors. It should prepare students to make informed decisions. This subject covers issues within microeconomics and macroeconomics. Students will consider the basic economic problem and how it affects the allocation of resources in competitive markets. The subject will cover how

	price is determined through the forces of demand and supply and how tourism firms compete in the market. The subject also covers the issues firms face: costs, revenues, profits, growth and productivity. It considers the impact that such factors have upon a business operating in a competitive market. Within the macroeconomic specification students will consider three of the main variables in the economy and how these are influenced by government policy. It covers the expenditure and revenue of government, including taxes, and the effects that these have on the economy. The subject will also cover the reasons for tourism international trade, exchange rate including the impacts of changes in the value on tourism activity. Globalization and its implications on tourism sector, at a local, national and global level are discussed.
Event and Tourism Risk Management	This module exposes the students to identify event risk factors inherent to any event and the strategies to manage those risks.
Conventions and Meetings Management	This module prepares students towards professional analysis in convention management from a local and international perspective. Students are able to manage conventions in line with the clients' requirement and needs.
Hospitality Management and Leadership	This module covers the pertinent management functions of planning, organizing and controlling as well as human relations functions that are essential in hospitality management and these are: communication and decision making, conflict management, leadership and motivation. In introducing the module, the syllabus provides an overview of management in the hospitality industry specifically, its characteristics, career opportunities and important influencing trends. In addition, the role of service as well as critical and contemporary issues/challenges faced in managing and leading hospitality organizations are also examined.
Bahasa Melayu Komunikasi 1 (Malay Language)	This course exposes the international students to the simple communication skills that needed in their daily life while staying in Malaysia. Students will be taught about how to greet other, the pronunciation, intonation and basic grammar to enable them to communicate and write well in this language.