

FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT

KUALA LUMPUR CAMPUS:

- DIP. HOTEL MANAGEMENT
- DIP. CULINARY ARTS

SARAWAK CAMPUS:

- BA (HONS) EVENT & TOURISM MANAGEMENT
- BA (HONS) HOSPITALITY MANAGEMENT
- BA (HONS) COMMERCE
- DIP. HOTEL MANAGEMENT
- DIP. CULINARY ARTS
- DIP. LEISURE & RECREATION MANAGEMENT



www.ucsiuniversity.edu.my

GROOMED FOR SUCCESS

UCSI's Faculty of Hospitality and Tourism Management works to meet the human capital needs of Malaysia and the world – whether the focus is on hotel management, tourism management, culinary arts, or leisure and recreation. Housed at one of Malaysia's foremost private universities, the Faculty is a hub of discovery and its presence in Kuala Lumpur and Kuching – two of Malaysia's most popular tourist destinations – sees it providing diverse learning experiences few other schools can.

Young, vibrant and innovative, the Faculty is the place where aspiring hoteliers and restaurant managers obtain a firm grasp of key industrial practices and the underlying assumptions that make them work. By understanding the rules of the game – written and unwritten – through experiential learning, collaboration, innovation and discovery, our students will enjoy a head start in a booming industry that is yet to realise its full potential.

Global Insights, International Community

At UCSI, we don't just talk about how the Malaysian tourism and hospitality sector interacts with the broader world. We experience it.

Our student and academic rosters are international in nature and learners can look forward to enlarging their worldview here. A cohort of Danish learners study at UCSI each year and foreign lecturers visit the Faculty frequently. Tie-ups with leading universities and companies are also inked, allowing the Faculty to offer avenues for specialisation like the Korean focus option that sees UCSI partnering with Woosong University and the Daorae Korean BBQ Restaurant chain.



www.mycenthe.org.my





The UCSI Advantage

The Faculty benefits greatly from UCSI's reputation as a preferred institution by local and multinational companies. Our industrial network is extensive and students readily secure paid internships at leading hotels, state tourism boards, government agencies and acclaimed restaurants. Personalised internships are also available in-house at UCSI's Le Quadri boutique hotel that boasts a fine dining restaurant, a ballroom and recreational facilities.

Our rapport with key industrial players is strengthened by confidence in our work-based learning (WBL) curriculum – an approach that provides students with unparalleled industrial exposure. This encourages us to cast a wider net and we are happy to note that our students now secure paid internships at leading companies in Singapore and Japan like the renowned Niseko Ski Resort.

Tackling major problems

The Faculty is also part of the national initiative to reshape Malaysia's tourism and hospitality industry through education. To match the industry's projected growth, at least 50,000 graduates need to be groomed each year by 2020 – up from the current 20,000. To this end, UCSI is heading a consortium of leading hotel schools under the Malaysian Centre for Tourism and Hospitality Education (MyCentTHE) umbrella – a collaborative partnership that was established under the Entry Point Project 10 (EPP10) in the Economic Transformation Programme.

As champion of EPP10, the Faculty's WBL curriculum is used as the benchmark for other MyCentTHE members. To achieve successful implementation nationwide, clusters are established in each state and the Faculty takes pride in the launch of the first successful cluster in Sarawak.

Supported by



BA (HONS) COMMERCE

UCSI University's BA (Hons) in Commerce is a 3-year programme that equips you with operational, supervisory and managerial knowledge and skills, required for modern management of business industry. It covers a wide range of areas from management, sales & marketing, public relation, retailing to human resource management.



ENTRY REQUIREMENTS

Minimum Entry Requirements for Degree Programme

UCSI Foundation	Pass
A-Levels / STPM	2 Principals
International Baccalaureate	26/42 from 6 subject
UEC	5 credits
National Matriculation	CGPA of 2.5
Other Year 12 equivalent	Overall average score of 60%
Diploma/ Advance Diploma/ Degree/ Equivalent	Pass

Minimum Entry Requirements for Foundation Programme

SPM / O-Levels	5 credits
UEC	4 credits
Other Year 11 equivalent	Overall average score of 60%

English Requirements

A distinction (A+, A or A-) in English Language subject at SPM/UEC level; or MUET Band 5; or a score of 213 (computer-based) / 550 (written-based) / 80 (internet-based) in TOEFL; or Band 5.5 in IELTS.

In the event that English Language Requirements are not met, student may be required to undertake additional English module(s) prior or concurrently with undergraduate programme, based on the University's decision.

COURSES OFFERED

Year 1

- Financial Accounting
- Microeconomics
- Principles of Marketing
- Business Mathematics
- University Life (MPU-U2)
- Extra-curricular Learning Experience 1 (MPU-U4)
- Business Communication
- Critical Analysis
- Macroeconomics
- Introduction to Management and Organisation Theory
- Malaysian Ethnic Food (MPU-U3)
- Management Accounting
- Business Law
- Management Information System

Year 2

- Business Research Method
- Electronic Commerce
- Corporate Finance
- Operation Management
- Organisation Behaviour
- Extra-curricular Learning Experience 2 (MPU-U4)
- Business Modelling with Spreadsheet
- Customer Service
- Relationship Marketing
- Human Resource Management
- Cross Cultural Studies
- Consumer Behaviour
- Entrepreneurship
- Co-operative Placement 1
- Elective : Choose One
 - Japanese Language
 - German Language
 - Mandarin Language
 - Korean Language

Year 3

- Strategic Management
- Merchandise Management
- Independent Project A
- Retail Technology and Operations
- International Trade Strategies
- Extra-curricular Learning Experience 3 (MPU-U4)
- Introduction to Retail and Service Management
- Business Ethics and Social Responsibility
- Independent Project B
- Services Management
- Global Business Management
- Co-operative Placement 2

General Courses (MPU) are compulsory for all students.

- U1 – For Malaysian students :
 1. Ethnic Relations
 2. Islamic Civilisation & Asian Civilisation
- For Foreign students:
 1. Malaysian Studies
 2. Communication in Bahasa Melayu 3

All information is correct at the time of printing and UCSI University reserves the right to make amendments without prior notice.

CAREER OPPORTUNITIES

- General Manager
- Human Resource Manager
- Banking and Business Manager
- Retail Manager
- Entrepreneur
- Strategic Business Planner
- Management Executive
- Operation Manager
- Business Consultant

COURSES OFFERED

Year 1

- Introduction to Hospitality Accounting
- Fundamentals of Hospitality and Tourism Industry
- Introduction to Management and Organisation Theory
- Business Communication
- University Life (MPU-U2)
- Extra-curricular Learning Experience 1 (MPU-U4)
- Microeconomics
- Tour and Travel Operations
- Critical Analysis
- Introduction to the Events Industry
- Customer Service
- Hospitality and Tourism Human Resource Management
- Hospitality and Tourism Law
- Elective : Choose One
 - Japanese Language
 - German Language
 - Mandarin Language
 - Korean Language

Year 2

- Planning and Management of Events
- Principles of Marketing
- Management Information System
- Tourism Planning and Development
- Extra-curricular Learning Experience 2 (MPU-U4)
- Events Operation Management
- Cross Cultural Studies
- Business Research Method
- Event Project Management
- Event Marketing
- Entrepreneurship
- Financial Management for Hospitality and Tourism
- Casino, Club and Resort Management
- Co-operative Placement 1

Year 3

- Special Interest Tourism
- Conventions and Exhibition Management
- Conventions Sales, Services and Operation
- Independent Project A
- Malaysian Ethnic Food (MPU-U3)
- Extra-curricular Learning Experience 3 (MPU-U4)
- Destination Marketing
- Visitor Attraction Management
- Independent Project B
- Service Management
- Strategic Management
- Event Risk Management
- Co-operative Placement 2

General Courses (MPU) are compulsory for all students.

- U1 – For Malaysian students :
 1. Ethnic Relations
 2. Islamic Civilisation & Asian Civilisation
- For Foreign students:
 1. Malaysian Studies
 2. Communication in Bahasa Melayu 3

All information is correct at the time of printing and UCSI University reserves the right to make amendments without prior notice.

CAREER OPPORTUNITIES

- Travel Agency Manager
- Tour Operator
- Cruise Manager
- Theme Park Manager
- Tourism Project Manager
- Recreation Manager
- Event Manager
- Convention Centre Manager
- Entertainment Specialist
- Banquet Manager

BA (HONS) EVENT & TOURISM MANAGEMENT

UCSI University's BA (Hons) in Event & Tourism Management is a 3-year programme that equips you with operational, supervisory and managerial knowledge and skills, required for modern management of business industry. It covers a wide range of areas from conventions, events to tourism.



ENTRY REQUIREMENTS

Degree Programme

UCSI Foundation	Pass
A-Levels / STPM	2 Principals
International Baccalaureate	26/42 from 6 subject
UEC	5 credits
National Matriculation	CGPA of 2.5
Other Year 12 equivalent	Overall average score of 60%
Diploma/ Advance Diploma/ Degree/ Equivalent	Pass

Foundation Programme

SPM / O-Levels	5 credits
UEC	4 credits
Other Year 11 equivalent	Overall average score of 60%

English Requirements

A distinction (A+, A or A-) in English Language subject at SPM/UEC level; or MUET Band 5; or a score of 213 (computer-based) / 550 (written-based) / 80 (internet-based) in TOEFL; or Band 5.5 in IELTS.

In the event that English Language Requirements are not met, student may be required to undertake additional English module(s) prior or concurrently with undergraduate programme, based on the University's decision.

BA (HONS) HOSPITALITY MANAGEMENT

UCSI University's BA (Hons) in Hospitality Management is a 3-year programme to equip students with operational, supervisory and managerial knowledge and skills, required for modern management in the global hospitality industry. It covers a wide range of areas from Front Office, housekeeping, food and beverage, kitchen to events. Students also have the prospect of indulging in research and development relevant to the industry's emerging issues such as tourism policies and eco hospitality.



ENTRY REQUIREMENTS

Degree Programme

UCSI Foundation	Pass
A-Levels / STPM	2 Principals
International Baccalaureate	26/42 from 6 subject
UEC	5 credits
National Matriculation	CGPA of 2.5
Other Year 12 equivalent	Overall average score of 60%
Diploma/ Advance Diploma/ Degree/ Equivalent	Pass

Foundation Programme

SPM / O-Levels	5 credits
UEC	4 credits
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English Requirements

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In the event that English Language Requirements are not met, student may be required to undertake additional English module(s) prior or concurrently with undergraduate programme, based on the University's decision.

COURSES OFFERED

Year 1

- Introduction to Hospitality Accounting
- Fundamentals of Hospitality and Tourism Industry
- Business Communication
- Basic Food Preparations
- University Life (MPU-U2)
- Extra-curricular Learning Experience 1 (MPU-U4)
- Commercial Cookery
- Introduction to Management and Organisation Theory
- Food and Beverage and Labour Cost Control
- Sanitation, Safety and Hygiene
- Food and Beverage Service
- Critical Analysis
- Customer Service
- Elective : Choose One
 - Japanese Language
 - German Language
 - Mandarin Language
 - Korean Language

Year 2

- Food and Beverage Management
- Front Office Operation and Management
- Principles of Marketing
- Management Information System
- Cross Cultural Studies
- Extra-curricular Learning Experience 2 (MPU-U4)
- Introduction to Wine and Bar
- Housekeeping Management
- Hospitality and Tourism Law
- Human Resource Management
- Business Research Method
- Microeconomics
- Entrepreneurship
- Service Management

Year 3

- Casino, Club and Resort Management
- Convention Sales, Services and Operation
- Independent Project A
- Strategic Management
- Hospitality Facilities Management and Design
- Extra-curricular Learning Experience 3 (MPU-U4)
- Financial Management for Hospitality and Tourism
- Event Operations Management
- Independent Project B
- Consumer Behaviour
- Malaysian Experiential Tourism (MPU-U3)
- Co-operative Placement

General Courses (MPU) are compulsory for all students.

- U1 – For Malaysian students :
 1. Ethnic Relations
 2. Islamic Civilisation & Asian Civilisation
- For Foreign students:
 1. Malaysian Studies
 2. Communication in Bahasa Melayu 3

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CAREER OPPORTUNITIES

The hospitality industry is the world's largest industry and continues to grow in size resulting in a great demand for trained professionals.

Upon graduation, students can expect to be employed by international employers successfully making their way up the corporate ladder in the local and global tourism and hospitality industry, specializing in international hotel and resort management, leisure and wellness management, training consultancy, as well as sales and marketing.

THE QUAD

RESTAURANT

David Allan Nelson, 21

BA (Hons) Hospitality Management

MORE THAN TOURISM

Hailing from Canada, David Allan Nelson surprised many of his peers back home when he decided to further his studies in Malaysia. His choice: UCSI University and its impressive array of hospitality and tourism management programmes. Pursuing his affinity for Asian heritage through cultural and ecotourism activities, David credits UCSI for providing him with an immersive academic setting and a bird's eye view of the industry.

At UCSI's Faculty of Hospitality and Tourism Management, we attract prodigious students like David the world over. From Germany to Denmark to China, international students enrich the learning experience and many of them fall in love with the diversity they experience in Malaysia. Our approach reflects the global nature of our cohort and the cross-fertilisation of ideas takes place constantly. It's more than just internationalisation. It's a guide to smarter collaboration.

DIPLOMA HOTEL MANAGEMENT

For UCSI University's Diploma in Hotel Management, students will obtain the study of multidisciplinary knowledge and skills required for modern management in the global hospitality industry. It covers a wide range of areas from Front Office, housekeeping, food and beverage to managing guests' experiences.



ENTRY REQUIREMENTS

Diploma Programme

SPM / O-Levels	3 credits
UEC	3 credits
Polytechnic Certificates	Pass
Other Year 11 equivalent	Overall average score of 50%

English Requirements

A distinction (A+, A or A-) in English Language subject at SPM/UEC level; or MUET Band 5; or a score of 213 (computer-based) / 550 (written-based) / 80 (internet-based) in TOEFL; or Band 5.5 in IELTS.

In the event that English Language Requirements are not met, student may be required to undertake additional English module(s) prior or concurrently with undergraduate programme, based on the University's decision.

COURSES OFFERED

Year 1

- Food and Beverage Service
- Culinary Essentials
- Hospitality and Tourism Communication
- Introduction to Tourism and Hospitality Industry
- Housekeeping Operation and Management
- Extra-curricular Learning Experience 1 (MPU-U4)
- Customer Service
- Front Office Operation and Management
- Introduction to Information Technology
- Pastry and Bakery
- Commercial Cookery
- Study Skills and Employability (MPU-U2)
- Industry Placement 1

Year 2

- Food and Beverage Management
- Introduction to Accounting
- Introduction to Management
- Meetings, Incentives, Conventions and Exhibitions
- Introduction to Human Resource Management
- Hospitality and Tourism Law
- Extra-curricular Learning Experience 2 (MPU-U4)
- Ecotourism
- Hospitality and Tourism Management Accounting
- Elective : Choose One
 - Japanese Language
 - German Language
 - Mandarin Language
 - Korean Language
- Fundamentals of Marketing
- Entrepreneurship
- Banquet and Events Management
- Malaysian Traditional Food (MPU-U3)
- Industry Placement 2

General Courses (MPU) are compulsory for all students.

U1 – For Malaysian students:
Malaysian Studies

– For Foreign students:
Communication in Bahasa Melayu 2

All information is correct at the time of printing and UCSI University reserves the right to make amendments without prior notice.

CAREER OPPORTUNITIES

- Front Office Executive
- Executive Housekeeper
- Restaurant Manager
- Sales Executive
- Training Executive
- Human Resources Executive
- Purchasing Executive

COURSES OFFERED

Year 1

- Introduction to Tourism and Hospitality Industry
- Tour and Travel Operations
- Introduction to Leisure and Recreation
- English Foundation for Hospitality and Tourism
- Extra-curricular Learning Experience 1 (MPU-U4)
- Writing for Academic Purpose
- Introduction to Management
- Fundamentals of Marketing
- Hospitality and Tourism Communication
- Entrepreneurship
- Study Skills and Employability (MPU-U2)
- Customer Service
- Introduction to Accounting
- Leisure and Recreation Risk Management
- Geography for Travel and Tourism
- Visitor Attractions Management
- Resort, Spa and Wellness

Year 2

- Sport Management
- Meetings, Incentives, Conventions and Exhibitions
- Casino, Club and Resort Management
- Ecotourism
- Introduction to Information Technology
- Extra-curricular Learning Experience 2 (MPU-U4)
- Integrated Marketing Communication
- Hospitality and Tourism Law
- Introduction to Human Resort Management
- Banquet Events Management
- Elective : Choose One
 - Japanese Language
 - German Language
 - Mandarin Language
 - Korean Language
- Malaysian Traditional Food (MPU-U3)
- Co-operative Placement

General Courses (MPU) are compulsory for all students.

U1 – For Malaysian students:
Malaysian Studies

– For Foreign students:
Communication in Bahasa Melayu 2

All information is correct at the time of printing and UCSI University reserves the right to make amendments without prior notice.

CAREER OPPORTUNITIES

- Travel Agency Manager
- Tour Operator
- Cruise Manager
- Theme park Manager
- Tourism Project Manager
- Recreation Manager
- Event Manager
- Event Organizer
- Convention Centre Manager
- Entertainment Specialists
- Banquet Manager

DIPLOMA IN LEISURE & RECREATION MANAGEMENT

UCSI University's Diploma in Leisure & Recreation Management introduces students to the study of business related to travel, tour operations and events. The sector provides services such as transportation, accommodation and entertainment for the local as well as the international market. Meetings, Incentives, Conventions and Exhibitions (MICE) is also an inherent part of the programme. Besides technical knowledge, the programme also focused on building effective communication, interpersonal relationships, negotiation and persuasion techniques and skills.



ENTRY REQUIREMENTS

Diploma Programme

SPM / O-Levels	3 credits
UEC	3 credits
Polytechnic Certificates	Pass
Other Year 11 equivalent	Overall average score of 50%

English Requirements

A distinction (A+, A or A-) in English Language subject at SPM/UEC level; or MUET Band 5; or a score of 213 (computer-based) / 550 (written-based) / 80 (internet-based) in TOEFL; or Band 5.5 in IELTS.

In the event that English Language Requirements are not met, student may be required to undertake additional English module(s) prior or concurrently with undergraduate programme, based on the University's decision.

DIPLOMA CULINARY ARTS

UCSI University's Diploma in Culinary Arts is a practical course underpinned by a strong theoretical base. Apart from providing a pathway towards higher education, this course does not only provide students with hands-on training – in culinary arts and the food service sector – but also focuses on equipping students with the fundamental skills for supervisory and management level positions in both local and global food service and culinary arts industries.



ENTRY REQUIREMENTS

Diploma Programme

SPM / O-Levels	3 credits
UEC	3 credits
Polytechnic Certificates	Pass
Other Year 11 equivalent	Overall average score of 50%

English Requirements

A distinction (A+, A or A-) in English Language subject at SPM/UEC level; or MUET Band 5; or a score of 213 (computer-based) / 550 (written-based) / 80 (internet-based) in TOEFL; or Band 5.5 in IELTS.

In the event that English Language Requirements are not met, student may be required to undertake additional English module(s) prior or concurrently with undergraduate programme, based on the University's decision.

COURSES OFFERED

Year 1

- Culinary Essentials
- Sanitation, Safety & Hygiene
- Hospitality and Tourism Communication
- Introduction to Tourism and Hospitality Industry
- Food & Beverage Services
- Extra-curricular Learning Experience 1 (MPU-U4)
- Pastry and Bakery
- Nutrition in Food Service Industry
- Food and Beverage Management
- Introduction to Accounting
- Elective : Choose One
 - Japanese Language
 - German Language
 - Mandarin Language
 - Korean Language
- Basic Korean Cuisine
- Industry Placement 1

Year 2

- Study Skills and Employability (MPU-U2)
- Introduction to Management
- Fundamentals of Marketing
- Malaysian Cuisine
- Banquet and Event Management
- Catering Management
- Extra-curricular Learning Experience 2 (MPU-U4)
- Industry Placement 2
- Garde Manger and Culinary Artistry/ Intermediate Korean
- Introduction to Human Resource Management
- Hospitality and Tourism Law
- Entrepreneurship
- International Cuisine/ Advance Korean Cuisine
- Malaysian Ecotourism (MPU-U3)

General Courses (MPU) are compulsory for all students.

U1 – For Malaysian students:
Malaysian Studies

– For Foreign students:
Communication in Bahasa Melayu 2

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CAREER OPPORTUNITIES

- Executive Chef
- Sous Chef
- Kitchen Manager
- Food Service Consultant
- Food Writer / Critic
- Catering Business Entrepreneur
- Restaurant Owner
- Personal Chef
- Celebrity Chef
- Culinary Lecturer
- Research & Development Chef

Offered in Collaboration with:



Congratulations to our students on achieving international recognition: Co-Op Placements in Japan and Singapore



Hokkaido Tracks Management, Japan

David Allan Nelson (HYHM), Chan Poh Eng (HYHM), Lai Chee Fung (HYHM),
Michelle Kong (HYHM) & Rebecca Tan (HYHM)



Marina Bay Sands, Singapore

Alicia Chen (HYHM)



Rendezvous Grand Hotel Singapore

Boon Kai Seng (DYHM)



Wyndham Group Hotel, Singapore

Chai Eik Hua (HYHM) &
Shirin Yee (HYHM)



Marina Mandarin Singapore

Margia Law (DYHM) &
Hii King Sia (HYHM)



Santa Grand Hotel, Singapore

Sim Wung Biao (DYHM) &
Sia Boon Leong (HYHM)



Conrad Centennial Singapore

Cherney Chien (DYHM),
Jong Soo Hun (HYHM) &
Roger Sim (HYHM)



Swissotel Singapore

Gregory Alan Yeo (HYHM), Shim Shu Yee (HYHM) & Mah Yin Chen (HYHM)



Movenpick Hotel & Resort, Sentosa, Singapore

Regina Bong (HYHM), Teng Jing Shi (HYHM),
Alvin Bong (HYHM) & Darren Chen (HYHM)



DYHM – Diploma in Hotel Management
HYHM – B.A. (Hons) Hospitality Management

Co-Operative (Co-Op) Partners in the Hotel Industry





UCSI Education Sdn. Bhd. (185479-U)

UCSI University, Kuala Lumpur Campus (South Wing)

(KPT / JPT / DFT / US / W06)

No. 1, Jalan Menara Gading, UCSI Heights, Cheras, 56000 Kuala Lumpur, Malaysia

Tel: 603 - 9101 8880 Fax: 603 - 9102 2614

Latitude: 3.079548 (3° 4' 46.37" N) Longitude: 101.733216 (101° 43' 59.58" E)

UCSI University, Kuala Lumpur Campus (North Wing)

Lot 12734, Jalan Choo Lip Kung, Taman Taynton View,

56000 Cheras, Kuala Lumpur, Malaysia

Tel: 603 - 9101 8880 Fax: 603 - 9102 3606

Latitude: 3.084869 (3° 5' 5.53" N) Longitude: 101.736844 (101° 44' 12.64" E)

UCSI University, Terengganu Campus

(KPT / JPT / DFT / US / T01)

Bukit Khor, PT 11065, Mukim Rusila, 21600 Marang,

Terengganu Darul Iman, Malaysia

Tel: 609 - 628 1880 / 1889 Fax: 609 - 628 1885

Latitude: 5.216519 (5° 12' 59.47" N) Longitude: 103.161621 (103° 9' 41.84" E)

UCSI University, Sarawak Campus

(KPT / JPT / DFT / US / Y04)

Lot 2498, Block 16, KCLD, Jalan Tun Jugah,

93350 Kuching, Sarawak, Malaysia

Tel: 6082 - 455 255 Fax: 6082 - 455 015

Latitude: 1.517408 (1° 31.0445" N) Longitude: 110.353422 (110° 21.2053" E)

All information is correct at the time of printing but maybe subject to changes.

Date: 17.09.2013