



MAHSA
UNIVERSITY

Bachelor

of Hospitality Management (Honours)

KPT/JPS (N/811/6/0373)(MQA/PA14341) 04/26

Centre for Hospitality and Tourism Management





PROGRAMME OVERVIEW

The hospitality and tourism industry is expected to grow in the future. With this development, the industry needs to ensure that human capital, especially qualified and competent staff to meet the demands of the industry. Due to the heavy worldwide impacts of COVID-19, the humanity shall walk into a new era of a post-crisis world which require the players of the industry to adapt their approach towards the new travel. This will allow for new concepts to be developed aiming to benefit the society in need of emotional retreats and focusing on psychological wellbeing. When the lockdown ends, the first two things people want to spend money on is eating out and travelling. Confidence in domestic travel will rise although travelers will still be cautious.

Students will experience purpose-built industry standard facilities in the university. Simulation formatting like the training restaurant, culinary suites, beverage laboratory, housekeeping suites and front office laboratories will enable the students to enhance their hospitality skills.

ACADEMIC PARTNERS :



WHY PURSUE A DEGREE IN HOSPITALITY MANAGEMENT AT MAHSA?

- Industry relevant curriculum
- Niche specialisation
- Immersion teaching experience by qualified lecturers
- Highly interactive physical and online learning process

CAREER OPPORTUNITIES

- Business Development Manager
- Convention / Events Planner
- Director of Food & Beverage
- Rooms Division Manager
- Public Relations Manager
- Human Resource Manager
- Director of Operations
- Director of Marketing
- Director of Restaurants
- Director of Sales
- Front Office Manager
- Hotel Manager
- Executive Housekeeper
- Purchasing Manager
- Restaurant Manager
- Revenue Manager
- Exhibition Manager
- Training Manager

ENTRY REQUIREMENTS

- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent; OR
- A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid or its equivalent; OR
- Matriculation/Foundation with a minimum CGPA of 2.00 or its equivalent; OR
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00 or its equivalent.

ENGLISH REQUIREMENT

International students are required to achieve a minimum score of 5.0 in IELTS or MUET with Band 3 or its equivalent.

YEAR 1, SEMESTER 1

- Tamadun Islam & Tamadun Asia (L) / Malaysian Studies (I) - MPU1
- Introduction to Hospitality Industry
- Food Hygiene and Sanitation

YEAR 1, SEMESTER 2

- Principles of Management
- Principles of Accounting
- Basic Cookery
- Food and Beverage Operations
- Hubungan Etnik (L) / Bahasa Melayu Komunikasi (I) - MPU2

YEAR 1, SEMESTER 3

- Youth Development - MPU 3
- Principles of Marketing
- Front Office Operations
- Human Resource Management
- Housekeeping Operations

YEAR 2, SEMESTER 1

- Beverage Management
- Principles of Finance
- International Hospitality Management

YEAR 2, SEMESTER 2

- Accommodation Management
- Food and Beverage Cost Control
- Hospitality Operations Management
- Community Work - MPU 4
- Legal Aspects in Hospitality
- Hospitality Revenue Management

YEAR 2, SEMESTER 3

- Elective 1
- Elective 2
- Elective 3
- Specialisation 1
- Specialisation 2

PROGRAMME STRUCTURE

YEAR 3, SEMESTER 1

- Managing Quality
- Mandarin Language
- Research Methodology

YEAR 3, SEMESTER 2

- Specialisation 3
- Specialisation 4
- Project
- French Language

YEAR 3, SEMESTER 3

- Industrial Training

SPECIALISATION

TOURISM MANAGEMENT

- Tourism Transport & Travel Management
- Tour Operations Management
- Destination Marketing
- Culture & Heritage Tourism

EVENT MANAGEMENT

- Business Events Management
- Event Planning
- Destination Marketing
- Event Risk and Hazards Management

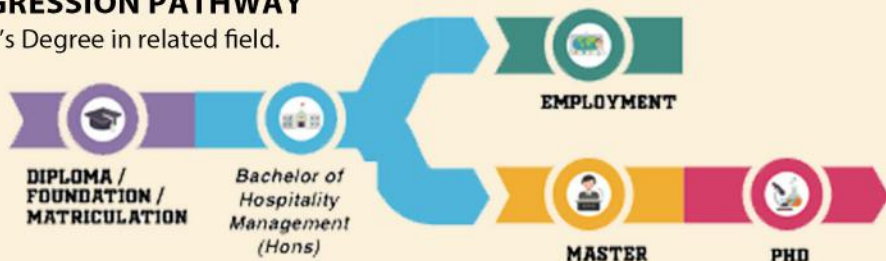
INTEGRATED RESORT MANAGEMENT

- Business Events Management
- Leadership Management in Hospitality
- Direct Marketing in Integrated Resort
- Integrated Resort Technology



PROGRESSION PATHWAY

Master's Degree in related field.



MAHSA PASSPORT TO SUCCESS

LIST OF PROFESSIONAL CERTIFICATES OFFERED FOR THIS PROGRAMME:

- Microsoft Office Specialist – Project
- Microsoft Office Specialist – Access
- Microsoft Office Specialist – Outlook

OPTIONS FOR MOBILITY PROGRAMMES:

- Students have option to participate in mobility programmes offered by the university.

LIST OF MASTERCLASSES OFFERED FOR THIS PROGRAMME:

- Idea Pitching & Business Plan
- Advanced Digital Marketing
- E-Commerce - Building Marketplace
- Data Driven Decision Making
- AI for Business
- Retrieving Data with Ease with R Analytics



Training Restaurant (M Brasserie)



Beverage Laboratory



Culinary Suite


Be MORE

"Take good care of your employees, and they'll take good care of your customers, and the customers will come back."

- J. Willard Marriott

MAHSA University

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