

FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION STUDIES

Hospitality & Tourism Management





ABOUT FIRST CITY UNIVERSITY COLLEGE

First City University College has an excellent track record of producing highly employable graduates, entrepreneurs and award-winners. First City UC offers external recognition with its collaborative international partners, in addition to its own Honours Degree, Diploma and Foundation programmes.

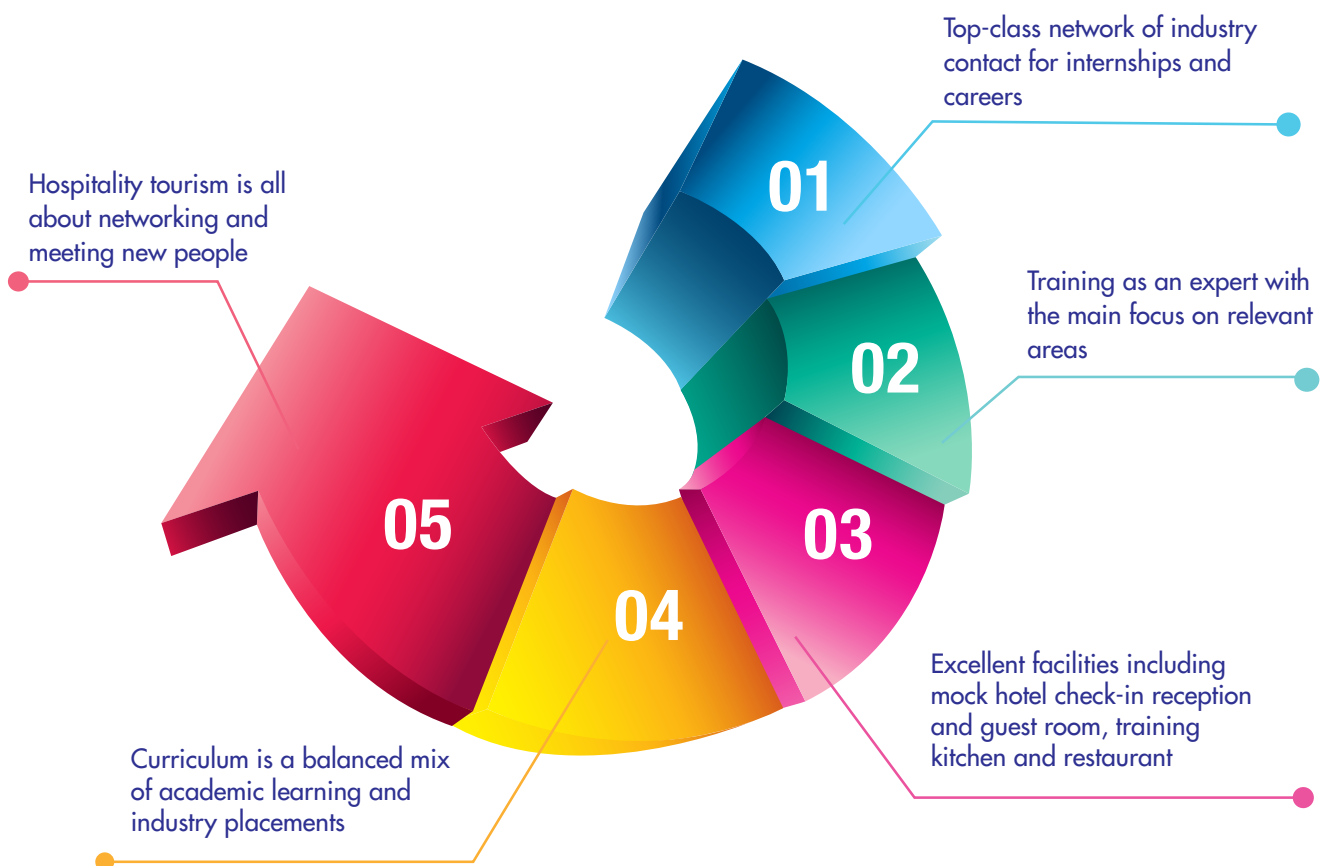
In view of its expanding student population and in line with its aspiration to provide the best teaching and learning experience within a conducive campus, First City UC has added a new Student Affairs and Services Centre, lecture and seminar rooms, state-of-the-art laboratories, studios and workshops, a spacious IT Centre and library, Centre for Postgraduate Studies, two indoor sports halls, a dance studio, a food court and 500 covered carparks in its recently completed new building under Phase 2 of its campus expansion programme. To address students' need for accommodation, First City UC has added a new 514 bed on-campus air-conditioned hostel with en-suite bathroom.

To meet the needs of industry for employable graduates, First City UC's programmes are:

- Fully accredited by the Malaysian Qualifications Agency (MQA) and relevant professional bodies such as the Board of Engineers, Malaysia (BEM).
- Relevant to the needs of industry, as they are specially crafted to enhance the employability of graduates.
- Delivered by a highly qualified team of dedicated lecturers who are equipped with a range of teaching and industry experience
- Complemented with state-of-the-art facilities such as e-learning portal, computer labs, library with e-library facilities and electronic databases.



WHY STUDY HOSPITALITY AND TOURISM MANAGEMENT AT FIRST CITY UC?



PROGRAMME PATHWAYS



BBA (HONS) HOSPITALITY MANAGEMENT

N/811/6/0346(MQA/PA8416)07/22

(2 years)



BA INTERNATIONAL HOTEL AND EVENTS MANAGEMENT

(6 months paid internship + 6 months lectures)



SPM / UEC / GCE O Level

DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT

R2/811/4/0009(A7196)08/21

This programme offers a comprehensive curriculum for those who are seeking to develop skills in this field. Upon completion of this programme, students will be able to demonstrate advanced knowledge of kitchen management, food and beverage management as well as tourism planning and management. Students will attend an internship programme where they will have an opportunity to have hands on experience at leading hotels, travel agencies, event companies, food service outlets and entertainment service providers.

DURATION

2 years (6 semesters)

INTAKES

January, April, May and October

ENTRY REQUIREMENTS

SPM: Minimum 3 credits and at least a pass in Malay Language, History and English **OR** minimum 1 credit and skill certificate at Level 3 (Sijil Kemahiran Malaysia, SKM)

UEC: Minimum 3 Bs and at least a pass in English

GCE O Level: Minimum 3 credits and at least a pass in English

ENGLISH REQUIREMENTS

International students need to obtain minimum IELTS band 5.0 or its equivalent.

MPU COMPULSORY SUBJECTS

* All Malaysian and International students are required to take 4 MPU compulsory subjects.

CAREER OPPORTUNITY

- Event Management • Hotel Management • Travel and Tour Management
- Food and Beverage Service Management

SEMESTER 1

MODULE CONTENT

- Introduction to Hospitality
- English for Hospitality and Tourism
- Accommodation Operations: Housekeeping Management
- Foundation of Tourism
- Tourism and Hospitality Economics

SEMESTER 2

MODULE CONTENT

- Management Principles
- Food Studies
- Front Office Operations and Management 1
- Principles of Marketing
- Travel and Tour Agency Management

SEMESTER 3

MODULE CONTENT

- Tourism Geography
- Communicating Using IT
- Human Resource Management

SEMESTER 4

MODULE CONTENT

- Hospitality Law
- Kitchen Management
- Food and Beverage Management
- Tourism Planning and Management
- Financial Management 1: Accounting Principles: Food and Beverage Cost Control

SEMESTER 5

MODULE CONTENT

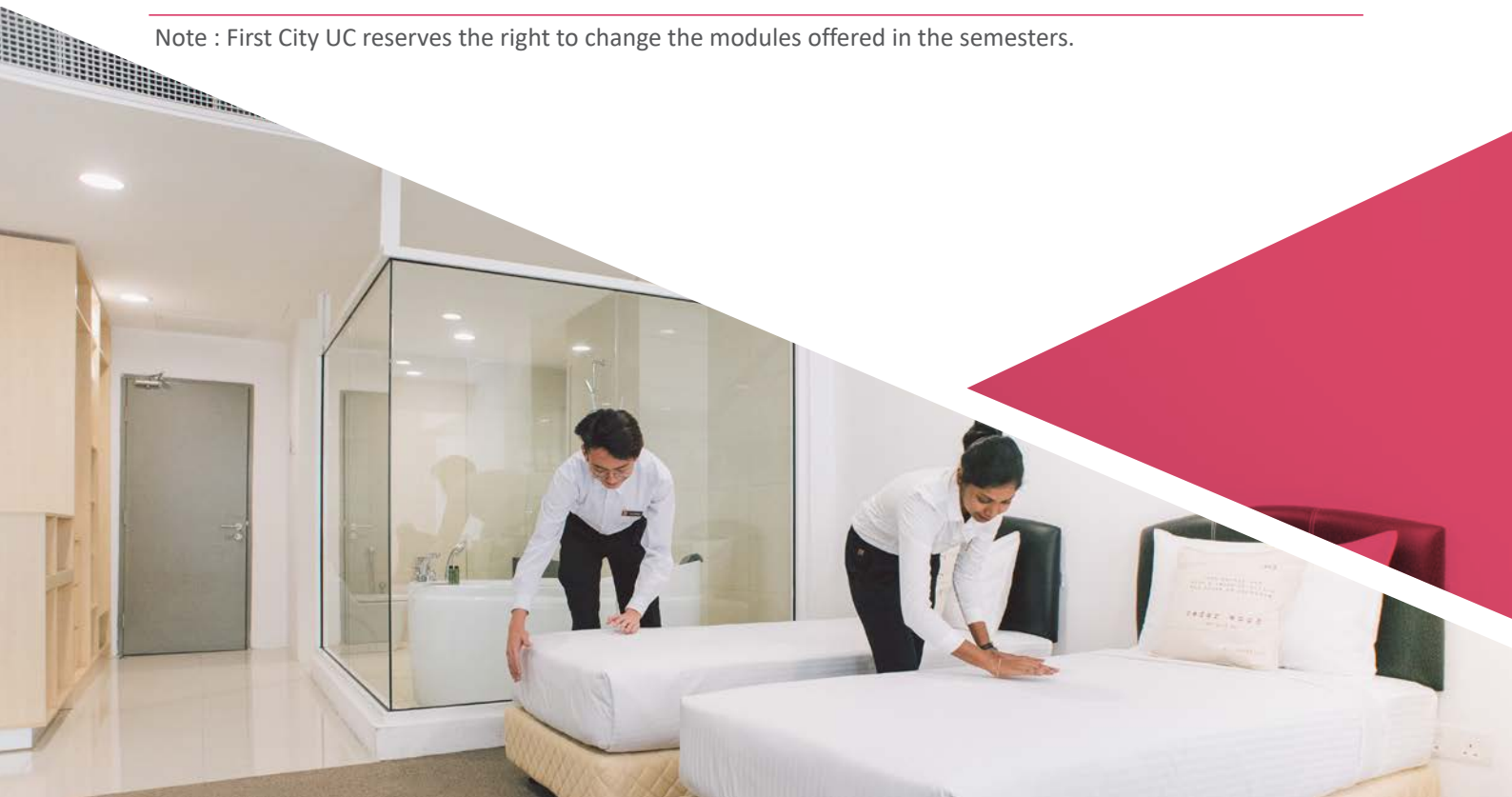
- Marketing for Hospitality and Tourism
- Front Office Operations and Management 2
- Tourism and Its Environment
- Financial Management 2: Management Accounting and Cost Accounting
- Events Management

SEMESTER 6

MODULE CONTENT

- Work Placement

Note : First City UC reserves the right to change the modules offered in the semesters.



BBA (HONS) HOSPITALITY MANAGEMENT

N/811/6/0346(MQA/PA8416)07/22

This honours degree programme contains comprehensive modules which cover in-depth knowledge and industry-relevant skills required by graduates who aspire to launch their successful careers within the thriving, ever-growing hospitality and tourism industry. With the combination of theory, classroom lectures, practical learning and industry exposures, students obtain an enriched learning experience-taught and guided by well-experienced teaching staff of the Faculty. In addition to the focus on building professionalism for students, the programme stresses on nurturing their personal development as well as career development pathways made through industry links.

DURATION

3 years (6 semesters)

INTAKES

January, May and September

ENTRY REQUIREMENTS

STPM: Minimum 2 Cs and a pass in SPM for Mathematics and English

UEC: Minimum 5 Bs including Mathematics and English

FOUNDATION STUDIES OR EQUIVALENT: Minimum CGPA of 2.0

DIPLOMA: Minimum CGPA of 2.0

ENGLISH REQUIREMENTS

International students need to obtain minimum IELTS band 5.0 or its equivalent.

MPU COMPULSARY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

- Front Office Manager • Events Specialist and Organiser • Tour Agency Manager
- Hotel Manager • Restaurant and Food Service Manager • Hotel Operations Manager
- Customer Service Manager • Sales and Marketing Manager

SEMESTER 1

MODULE CONTENT

- Principles of Management
- Principles of Marketing
- Professional and Academic Development 1
- Introduction to Finance
- Introduction to Hospitality Industry

SEMESTER 2

MODULE CONTENT

- Organizational Behaviour
- Business Law
- Professional and Academic Development 2
- Business Communication
- Tourist Behaviour

SEMESTER 3

MODULE CONTENT

- Management Accounting
- Operations and Project Management
- Research Method
- Tour Planning and Operation
- Housekeeping Operations
- Food and Beverage Service Management

SEMESTER 4

MODULE CONTENT

- Human Resource Management
- Global Cross-Cultural Management
- Tourism Planning and Impacts
- Front Office Management
- Catering Management
- Tourism and Recreation Management
- Industrial Work Experience (during Year 2 break)

SEMESTER 5

MODULE CONTENT

- Ethics in Business
- Tourism and Hospitality Entrepreneurship
- Economics
- Contemporary Issues in Tourism
- * Events Management I
- * International Tourism and Hospitality Marketing Planning

SEMESTER 6

MODULE CONTENT

- Strategic Management in Hospitality Industry
- Hospitality Project
- Essentials of Services Operations
- Hospitality Service Quality Management
- * Sustainable Tourism
- * Tourism and Hospitality Facilities Management Industrial Work Experience (during Year 3 break)
- * Elective Module

Note : First City UC reserves the right to change the modules offered in the semesters.



INDUSTRY COLLABORATION & OUT-OF-CLASS ACTIVITIES



1. Career Talk by Hilton KL
2. Alila Bangsar Kuala Lumpur Career Talk
3. Field Trip Study to Merdeka Square
4. Culinary Talk on the Universal Taste of Umami
5. Cooking Demo at One Utama Mall
6. Hilton's the Culinary Cup 2018 (Second Runner-Up)

INDUSTRY COLLABORATION & OUT-OF-CLASS ACTIVITIES



- 7. International Women's Day 2017
- 8. Tour Group Project to The Kabin, Selangor
- 9. Din Tai Fung Career Talk
- 10. 2018 Sequence Showcase at One Utama Mall
- 11. 2018 Food Carnival
- 12. Tour Group Project to Tadam Hill, Banting

FACILITIES



Front Desk Counter

The Front Desk is a facility provided for students where they can learn the real operations of a front desk in a commercial hotel. This facility is a good training ground for the students to gain firsthand knowledge and skills of the working of the front office, specifically the front desk before their internship or real work life begins. In addition, the hands-on experience in using the Opera System will expose students to the real environment of the front desk operations, and prepare them for using the system in real world settings.

Training Kitchen

The Training Kitchen has modern facilities to provide students with valuable experiential learning in their practical sessions. Students enjoy the privilege of having their own work stations and equipment to inspire creativity and craftsmanship in displaying their talent and skills. The Training Kitchen provides the ideal contemporary learning space to prepare students for the hospitality industry.



Mock Hotel Room

The Mock Hotel Room facility provides opportunities for the students to learn through hands-on experience of the roles and functions of hotel housekeeping staff. The students can use the mock luxury hotel room to put theory into practice. The rooms replicate those of a 4-5 star hotel with attached bathrooms, and provide an environment in which students can develop an advanced understanding of the daily housekeeping operations of hotels.

Training Restaurant

This fully-operational restaurant serves as an on-site laboratory in which students can acquire the experience of operating a restaurant without having to leave campus. In addition, this is the space where students can practise through hands-on experience to serve guests in real life. The Training Restaurant provides students with dedicated spaces to practise and improve their skills in the areas of service delivery and food and beverage management. The facilities in the restaurant are designed to replicate those typically found within a real, commercial restaurant.



SUCCESSFUL GRADUATES



PHOEBE LOW HUI YING - *Account Assistant, The Majestic Malacca* Diploma in Hospitality & Tourism Management

I loved my time at KBU. Equipped with dedicated lecturers, excellent teaching materials and state-of-the-art teaching and learning facilities, we are able to exercise our practical skills in Hospitality Management. Now in my current workplace, I have the confidence and able to apply my knowledge in the industry.



OLIVIA SAW KAH MAN - *Assistant Production Manager, The Kuala Lumpur Performing Arts Centre* Diploma in Hospitality & Tourism Management

First City UC Diploma in Hospitality & Tourism Management offers two subjects i.e. Hospitality as well as Tourism which were not available anywhere else at that time. This gives me an opportunity where I would gain more knowledge in Event Management studies. What I remember most about First City UC were the lecturers I had back then. With affordable fees, the education services offered were great as they don't cut back on quality. I remember lecturers who were willing to stay back to extend their help to students. Their lectures were very specific and very well explained that up to this day I still remember their lectures and I am very grateful for it.



CHAK TSE JUINN, DERRICK - *Guest Service Assistant in Front Office Department, One World Hotel* Diploma in Hospitality & Tourism Management

First City UC is a place that provides good environment to students, with dedicated and knowledgeable lecturers who are an inspiration to students. It has well equipped facilities where students can make full use to exercise their skills. Since then I have been able to implement my experience from First City UC into my internship at One World Hotel, where I was offered to work as a permanent staff.



EMERALD TAN SUE JANE - *Front Office Assistant, Hilton Petaling Jaya* Diploma in Hospitality & Tourism Management

The course that I took was interesting in the sense that it covers so much more than you think it would, for example from law to housekeeping. With great lecturers who supported me when I needed them and pushed me to my full potential – they were the ones who made me who I am today. We did role playing during lectures by simulating real life situations i.e. How to handle a complaint. We learnt how to stay calm, listen, empathise, apologise and take action to make the situation right. I can speak from experience that the education provided and experience gained are of a very high standard and I would not have chosen to study somewhere else.



INDUSTRY PARTNERS / EMPLOYERS

First City UC's HTM internship programme is supported by leading hotels and organisations:

- One World Hotel
- Hilton Kuala Lumpur
- Hilton Petaling Jaya
- Aloft Kuala Lumpur Sentral
- The St. Regis Kuala Lumpur
- Bagus Holidays Sdn Bhd
- GSI Travel Sdn Bhd
- Apple Vacations & Conventions Sdn Bhd
- Sushi Kin Sdn Bhd
- Le Meridien Kuala Lumpur
- DoubleTree by Hilton Kuala Lumpur
- KidZania Kuala Lumpur
- Aloft Kuala Lumpur
- Eastin Hotel Kuala Lumpur
- The Royale Chulan Damansara
- Ben Kitchen
- Shangri-La Kuala Lumpur
- Putrajaya Marriott Hotels & Spa
- JW Marriott Kuala Lumpur
- Heyday Sdn. Bhd.
- Premiere Hotel klang
- 5 Senses Event Management Sdn Bhd
- Din Tai Fung
- DoubleTree by Hilton
- Hilton Garden Inn Kuala Lumpur
- The Majestic Hotel Kuala Lumpur
- Colony Sdn Bhd
- Buddies Network (M) Sdn Bhd
- Corus Hotel Kuala Lumpur
- Hotel Istana Kuala Lumpur
- VH Premier Sdn Bhd

OUR PARTNER

HTMi HOTEL AND TOURISM MANAGEMENT INSTITUTE SWITZERLAND

www.htmi.ch

- Established in Switzerland in 1999
- HTMi focus is: "Come as a Student, Become a Manager."
- HTMi and its courses have achieved the Swiss EDUQUA education quality accreditation, officially recognized by the Swiss Government and have accreditation also by the BAC (British Accreditation Council) from the UK.
- HTMi has a real Swiss hotel environment allowing students to study hotel management the world-famous Swiss way.
- Paid industry training in Switzerland.
- On-campus recruitment by leading hotel companies.
- High quality international job placement service on graduation.
- First City UC students have the opportunity to be accepted for entry into the final year of HTMi's BA International Hotel and Events Management in Switzerland.



THE PURSUIT OF EXCELLENCE NEVER ENDS



“ Quality education. **1** Ideal Location.”

FIRST CITY UNIVERSITY COLLEGE

DKU031(B)



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A company of



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