

PROGRAMME DESCRIPTION

The Bachelor of Science (Hons) in Hospitality Management program offers knowledge and competencies, to students, who have chosen a career in this service industry. Students may select either hotel or tourism specialization. The experiential learning, project-based approach and practical training will provide students with the necessary competencies to function effectively as leaders in the industry.

PROGRAMME AIM

The Bachelor of Science in Hospitality management programme provides students with a thorough understanding of the hospitality operations and management. Students are trained in decision-making and critical thinking through coursework, in-groups and as individuals.

CAREER OPPORTUNITIES

The graduates will continue their career development into middle and senior management positions in the following employment settings:

- Hotels, Resorts, Inns;
- Food & Beverage services; Restaurants, Dining Rooms, Pubs, Institutional Food services;
- Management Consulting Companies
- The employment opportunities are varied:
- Supervisory/Management that require advanced planning and leadership skills.
- Independent entrepreneurs, there are many business opportunities in the Hospitality sector, which the graduate might pursue.

PROGRAMME DURATION

Duration: 3 Years

INTAKE AND ENTRY REQUIREMENTS

January, July, October

- Passed the Malaysian High School Certificate (STPM) by obtaining at least Grade C (CGPA 2.00) in 2 subjects; or
- A-Level pass with at – least Grade C (2.00) in 2 subjects; or
- Passed Unified Examination Certificate (UEC) with at – least Grade B in 5 subjects; or
- Passed Matriculation / Foundation / Foundation with at – least 2.00; or
- Passed Diploma in related field with minimum CGPA of 2.00; or
- Route APEL – Candidates must be 21 years or older in the year of application, have relevant working experience and pass judgment APEL conducted by MQA (PPT subject to the basic quota students APEL established that a maximum of 5% of the total population of students in a given time).
- Other recognized qualifications are equivalent to it by the Malaysian government.

English Requirements :

IELTS at least 5.5 points or TEOFL score 550 points for international students.



Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my

SUBJECT HIGHLIGHTS

| No | Subject Code | Subject Name | Credit |
|----|---|---|--------|
| 1 | BHCC6113 | Fundamentals of Management | 3 |
| 2 | BHCD6124 | Fundamentals of Kitchen | 4 |
| 3 | ENG6003 | English 1 | 3 |
| 4 | BHCD6113 | Introduction to Hospitality and Tourism Management | 3 |
| 5 | BHCD6123 | Food and Beverage Management | 3 |
| 6 | (MPU3193)/ Malay Language Communication 2 (MPU 3143) | Kursus Falsafah dan Isu Semasa/Philosophy and Current Issues Course/ Malay Language Communication 2 | 3 |
| 7 | BHCD6263 | Front office management | 3 |
| 8 | BHCD6373 | Housekeeping Management | 3 |
| 9 | BHCD 6253 | Hospitality accounting | 3 |
| 10 | BHCD6383 | Hospitality human resource management | 3 |
| 11 | ENG6004 | English 2 | 4 |
| 12 | BHCD6243 | Event Management | 3 |
| 13 | MPU3183 | Penghayatan Etika dan Peradaban/Appreciation of Ethics and Civilizations | 3 |
| 14 | BHCD6893 | Hospitality Training and Development | 3 |
| 15 | BHE 6803 | Travel and tour | 3 |
| 16 | BHCD6483 | Hospitality Service Management | 3 |
| 17 | BHCD6403 | Hospitality Marketing | 3 |
| 18 | BHCD6413 | Hospitality Revenue Management | 3 |
| 19 | BHE6973 | Customer service in hospitality industry | 3 |
| 20 | MPU 3342 | Dasar Kerajaan dan Awam Malaysia/ Malaysian Government and Public Policy | 2 |
| 21 | BHE6423 | Food Culture | 3 |
| 22 | BHCD6653 | Hospitality Management Accounting | 3 |
| 23 | BHCD6663 | Hotel Management | 3 |
| 24 | MPU3412 | Community Service | 2 |
| 25 | BHCD6523 | Hospitality Information System | 3 |
| 26 | BHCD6543 | Hospitality Strategic Management | 3 |
| 27 | BHCD6533 | Hospitality Procurement | 3 |
| 28 | MPU 3232 | Leadership Skills and Human Relation | 2 |
| 29 | BHE6313 | Tourism planning and development | 3 |
| 30 | BHCC6733 | Organizational Behavior | 3 |
| 31 | BHCD6773 | Restaurant Operation Analysis | 3 |
| 32 | BHCC6743 | Entrepreneurship | 3 |
| 33 | BHCD6783 | Research Methodology | 3 |
| 34 | BHE6743 | Environmental management in hospitality industry | 3 |
| 35 | BHCD6823 | Restaurant Layout and Design | 3 |
| 36 | BHCD6813 | Public Relation | 3 |
| 37 | BHE6963 | Recreation And Leisure Management | 3 |
| 38 | BHE6863 | Hospitality law | 3 |
| 39 | BHM6918 | Industrial Training | 8 |



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