

## 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 (Honours) Hospitality Management degree programme aims to enable students to gain a broad understanding of the hospitality operations and management and have a serious awareness of the issues that emphasize best practice in this field. Students are trained in decision-making and critical thinking through coursework, in-groups and as individuals.

## PROGRAMME DURATION

**Duration : 36 Months**

## 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](http://www.lincoln.edu.my) | E-mail : [info@lincoln.edu.my](mailto:info@lincoln.edu.my)



### LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
1.	Fundamentals of Management
2.	Fundamentals of Marketing
<b>Elective (Choose any one module from the following)</b>	
3.	Islamic Civilization and Asian Civilization
4.	Malay Communication 3
5.	Introduction to Hospitality and Tourism Management
6.	Hospitality Accounting
7.	English 1
8.	Third Language 1
9.	Hotel and Resort Management
10.	Food & Beverage Management
<b>Elective (Choose any one module from the following)</b>	
11.	Ethnic Relation
12.	Malaysian Studies 3
13.	Kitchen Operation
14.	English 2
15.	Event Management
16.	Hospitality Human Resources Management
17.	Third Language 2
18.	Service Operation Management
19.	Hospitality Service Marketing
20.	Revenue Management
21.	<b>ELECTIVE 1</b>
22.	<b>ELECTIVE 2</b>
23.	Malaysian Government and Public Policy
24.	Hospitality Information System
25.	Restaurant Business Operation
26.	Purchasing and Cost Control

Sl. No.	Subject Name
27.	<b>ELECTIVE 3</b>
28.	Leadership Skills and Human Relation
29.	Global Strategic Marketing
30.	Hotel Financial Accounting
31.	Hotel Operation
32.	Community Service
33.	Organizational Behavior
34.	Restaurant Operation Analysis
35.	<b>ELECTIVE 4</b>
36.	Research Methodology
37.	Entrepreneurship
38.	Hospitality Training & Development
39.	Public Relation
40.	Restaurant Layout and Design
41.	<b>ELECTIVE 5</b>
42.	Industrial Training



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