



PROGRAM CURRICULUM

<i>Degree</i>	: UNDERGRADUATE
<i>Major</i>	: TOURISM AND TRAVEL MANAGEMENT
<i>Major code</i>	: 52 34 01 03
<i>Concentration</i>	: TOURISM MANAGEMENT
<i>Concentration code</i>	:
<i>Mode of training</i>	: Full-time
<i>Type of program</i>	: High quality program

1. Training objectives:

1.1. General objectives:

The training program for students majoring in Tourism Management is aimed at:

- (1) Providing students with general knowledge of politics, law, economics and social studies
- (2) Equipping students with background knowledge in business administration and in-depth knowledge in the supply of tourism services and in the tourism business administration.
- (3) Training students with essential practical skills in managing service and tourism businesses, with a better sense of serving customers and serving the community.
- (4) Arming students with the thinking basis and methodologies for lifelong studying.

1.2. Learning Outcomes (LO):

The graduates are obliged to meet the following requirements:

1.2.1. Knowledge

Fundamental knowledge

Items	Code	Description
1	LO1	Capturing general knowledge of politics and laws consistent with the political system, State guidelines and policies
2	LO2	Getting basic understanding about social issues, economics and business management.
3	LO3	Attaining in-depth knowledge about tourism industry, tourism territory organising

Professional knowledge

Items	Code	Description
1	LO4	In-depth understanding of the delivery of services and other functional activities such as marketing , HR , finance in tourism businesses
2	LO5	Mastering the principles and content of management activities in a tourism business; attaining a higher level thinking of managing tourism businesses; enriching supplementary knowledge for business decision making, serving tourists
3	LO6	Accumulating knowledge enough to be able to attend higher level of studying.

1.2.2. Skill

Basic skills

Items	Code	Description
1	LO7	Being strongly capable of communicating in the teamworking and customer serving environment; having the ability to communicate and to deal business in English with proficiency at level B1 of the Common European Framework - or equivalent
2	LO8	Being capable of practicing informatics with proficiency at B level prescribed by University of Danang or equivalent
3	LO9	Mastering skills of team working, decision making
4	LO10	Having skills of workout and being willing to serve the country when required

Professional skills

Items	Code	Description
1	LO11	Practising proficiently operations of service delivery in the travel and leisure businesses
2	LO12	Being capable of implementing functional activities such as Marketing, human resources management, financial management in the tourism businesses
3	LO13	Being capable of analysing, elaborating, organising and controlling the implementation of strategies, plans, programs...in service operations and other functional activities in tourism businesses.
4	LO14	Being capable to coordinate activities of functional department in tourism businesses.

1.2.3. Attitude and behaviour

Items	Code	Description
1	LO15	Being passionate about serving and communicating with customers-being willing to face challenges, complicated issues emerging in serving customer.



2	LO16	Executing strictly the organisational rules and culture of the firm.
3	LO17	Always working with professional attitude; dynamic and creative style; progressive and critical thinking
4	LO18	Having good relationships with customers, partners and colleagues; willing of serving community

Differences in learning outcomes between general and high quality programs:

General program	High quality program
Knowledge aspect	
Capturing fundamental knowledge of politics, laws, and State guidelines and policies	Capturing fundamental knowledge of politics, laws, and State guidelines and policies
Getting basic understanding about social issues, economics and business management.	Getting basic understanding about social issues, economics and business management.
Attaining <i>overview</i> knowledge about tourism industry, tourism territory organising	Attaining <i>in-depth</i> knowledge about tourism industry, tourism territory organising by learning more case studies in these topics.
In-depth understanding of the delivery of services and other functional activities such as marketing, HR, finance in tourism businesses	Higher level of in-depth understanding of the delivery of services and other functional activities such as marketing, HR, finance in tourism businesses by more group-based activities of doing researches on these topics
In-depth understanding of the principles and basic content of management activities in a tourism business as well as supplementary knowledge for business decision making, serving tourists	Mastering the principles and content of management activities in a tourism business; attaining a higher level thinking of managing tourism businesses; enriching supplementary knowledge for business decision making, serving tourists
Skills	
Communication skills in teamworking and in customer serving environment; English at level B1 of Common European Framework - or equivalent; Skills of team working,	Better communication skills in team working and in customer serving environment; better skills of team working, decision making by providing more



decision making	opportunities of doing case studies, more participatory learning; better skill of communication in English by providing more English practicing opportunities due to smaller number of students in class.
Professional skills in tourism: implementing proficiently operations of service; functional activities such as Marketing, human resources management, financial management in the tourism businesses	Professional skills in tourism: implementing proficiently operations of service; functional activities such as Marketing, human resources management, financial management in the tourism businesses
Being capable of analysing, elaborating, organising and controlling the implementation of strategies, plans, programs...in service operations and other functional activities as well as to coordinate activities of functional department in tourism businesses.	Having a better ability of analysing, elaborating, organising and controlling the implementation of strategies, plans, programs...in service operations and other functional activities as well as to coordinate activities of functional department in tourism businesses due to more opportunities of practicing and doing cases studies
Attitude and behavior	
Being passionate about serving and communicating with customers-being willing to face challenges, complicated issues emerging in serving customer.	Being passionate about serving and communicating with customers-being willing to face challenges, complicated issues emerging in serving customer.
Executing strictly the organisational rules and culture of the firm.	Executing strictly the organisational rules and culture of the firm.
Always working with professional attitude; dynamic and creative style; progressive and critical thinking	Always working with professional attitude; dynamic and creative style; progressive and critical thinking
Having good relationships with customers, partners and colleagues; willing of serving community	Having good relationships with customers, partners and colleagues; willing of serving community

1.3. Occupational opportunities:

Within the first 3 years after graduation:

Graduates can work in positions that directly delivering services in the travel businesses (tour designing staff, tour operating staff, tour selling staff) and the operational positions in the functional departments (Marketing, HR, Finance) of tourism businesses.

Graduates also held the positions as staff of Hotel management division, travel business management division, tourism businesses management division, tourism promotion center under the state administration agencies in tourism. In addition, graduates may work in the educational organizations specialized in training tourism personnel, institution of research and development of tourism.

After experiencing positions of operating staff, graduates can hold position of supervisors of service operating staff or of functional staff.

After graduating 3 years:

By this time, the graduates will have accumulated professional experience, strengthened and enriched their professional knowledge. So they can take higher positions in the organizational structure of the tourism businesses as an assistant to the head of department, chief and senior executives. And they themselves even can start up a tourism business.

2. Program duration

Program is designed for a duration of 4 years. However, depending on students' learning ability and conditions, actual duration may be shortened to three years or extended to the deadlines of 6 years.

3. **Total studying volume:** 120 credits, excluding the credits of Physical Education and Military Education
4. **Admission Requirements:** High school/vocational graduates.
5. **Training type:** According to Academic Credits System.
6. **Grading scale:** According to Academic Credits System.
7. **Content:**

1.1. University-level courses

Items	Code	Name of module	Credits
01	SMT1001	Principles of Marxism – Leninism 1	2
02	SMT1002	Principles of Marxism – Leninism 2	3
03	SMT1003	Revolution of Vietnam Communist Party	3
04	SMT1004	Ho Chi Minh's Thought	2
05	LAW1001	General Law	2



06	TOU1001	Business Communication	3
07	ENG1011	PRE-IELTS 1	3
08	ENG1012	PRE-IELTS 2	2
09	ENG1013	IELTS BEGINNERS 1	3
10	ENG1014	IELTS BEGINNERS 2	2
11	ENG2011	IELTS PRE-INTERMEDIATE 1	3
12	ENG2012	IELTS PRE-INTERMEDIATE 2	2
13	ENG2013	IELTS INTERMEDIATE 1	3
14	ENG2014	IELTS INTERMEDIATE 2	2
15	MIS1001	Office Informatics	3
16	MAT1001	Applied Mathematics for Economics and Business	3
17	MGT1001	Microeconomics	3
18	ECO1001	Macroeconomics	3
19	MGT1002	Management	3
		Total	50
20		Physical Education	5
21		Defense Education	4 weeks

In addition to aforementioned English courses, students who finished ENG2013 and ENG2014 courses are encouraged to select the following English course (course results will be recorded in students' academic transcripts but will not counted in the whole program results).

Items	Code	Name of module	Credits
22	ENG3011	IELTS UPPER-INTERMEDIATE 1	2
23	ENG3012	IELTS UPPER-INTERMEDIATE 2	2
24	ENG3013	IELTS UPPER-INTERMEDIATE 3	2
25	ENG3014	IELTS UPPER-INTERMEDIATE 4	2

1.2. Program-level courses

Items	Code	Name of module	Credits
26	ACC1001	Principles of Accounting	3
27	MKT2001	Basic Marketing	3
28	STA2001	Management Information System	3



29	HRM2001	Organizational behavior	3
30	STA2002	Economic and Business Statistics	3
31	FIN2001	Financial markets and institutions	3
32	MGT2002	Business Introductory	3
33	IBS2001	International Business	3
34	LAW2001	Business Law	3
35	ENG3001	English in Business	3
Total			30

7.3. Major-level courses

7.3.1. Required courses

Items	Code	Name of module	Credits
36	TOU3001	Tourism Overview	3
37	TOU3002	Service Operation Management	3
38	TOU3004	Supervision in tourism and hospitality businesses	2
39	TOU3008	Business strategies in tourism and hospitality businesses	3
40	TOU3009	Financial management in tourism and hospitality businesses	3
Total			14

7.3.2. Elective courses

Students can choose at least 5 credits among courses below:

Items	Code	Name of module	Credits
41	TOU3003	Vietnam Culture	3
42	TOU3010	Tourism Geography	2
43	IBS3007	Multicultural Management	3
44	COM3003	Customer Relationship Management	3
45	ENG3002	English in Tourism	3

7.4. Concentration courses

7.4.1. Required courses

Items	Code	Name of module	Credits
46	HOS3001	Service Marketing	3
47	HOS3006	Restaurant Management	3
48	TOU3011	Events and Festivals Management	3
49	TOU3013	Hospitality Management	3
50	TOU3014	Travel Businesses Management	2



51	TOU3015	Touristic Destination Management	2
52	TOU3019	Tour Operation	3
		Tổng	19

7.4.2. Elective courses

Students can choose at least 5 credits among courses below:

Items	Code	Name of module	Credits
53	TOU3005	Tourist Guide Operations	2
54	TOU3016	Service Procedures at Hotel	2
55	ACC2002	Management Accounting	3
56	MKT3002	Marketing Research	3
57	RMD3001	Method of Study	2
58	ENG3003	English in Tourist Guide Operations	2
		Total	

7.5. Extracurricular activities

	Extracurricular activities	Notes
59	Students are supposed to join at least a 5-day tour. They have to practice one of activities of designing and organizing that tour, and then, write the report (this is a prerequisite of the program-ending internship for graduation).	
60	Students are supposed to join at least one vocational orientation activities organized by State Administration Agencies in Tourism, tourism organizations. This attendance has to be certified. (this is a prerequisite of the internship for graduation).	
61	Student have to attend practical operations in tourism businesses in at least 100 hours. This attendance has to be certified. (this is a prerequisite of the internship for graduation)	

7.6. Internship for graduation

	Course code	Course name	Credits
		Choice 1	
62		Writing and Presenting Internship Report	4
63		Studying at least 6 credits	6
		Choice 2	
64		Dissertation (*)	10



* Students are required to attained the cumulative average score according to School's regulation. They also have to get agreement of Tourism Faculty and they will have studied course Method of Study by the time they do internship.



8. Mapping of program learning outcomes (Appendix 1)

9. Suggested Study Plan (attached)

10. Sources of Reference

Items	Name of program and universities	Website
1	Curriculum of Bachelor of Tourism Management, Vietnam National Economics University	http://daotao.neu.edu.vn/dao-tao-ktqd/QUAN-TRI-DU-LICH-TOURISM-MANAGEMENT/182
2	Curriculum of Bachelor of International Hospitality and Tourism Management – University of Queensland	https://www.uq.edu.au/study/program_list.html?acad_prog=2194
3	Curriculum of Bachelor of Tourism Management, Sunderland University	http://www.sunderland.ac.uk/images/mainwebsite/courses/images/businessandlaw/undergraduate/programmespecifications/5r.%20BSc%20Tourism%20Management%20Programme%20Specification%20201516_13.10.15pdf.pdf
4	Curriculum of Bachelor of Tourism and Travel Management, Huddersfields University	http://www.hud.ac.uk/courses/2017-18/full-time/undergraduate/travel-and-tourism-management-ba-hons/



Appendix 1: Mapping of program learning outcomes

Learning Outcomes Courses	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12	LO 13	LO 14	LO 15	LO 16	LO 17	LO 18
Micro Economics		X				X												
Macro Economics		X				X												
Management		X				X												
Applied Mathematics in economics		X				X												
Basic Principles of Maxism and Leninism (Part 1)	X					X												
Basic Principles of Maxism and Leninism (Part 2)	X					X												
Revolutionary Strategies of Vietnamese	X																	



Communist Party																		
Ho Chi Minh Ideology	X					X												
General English 1 (A2.1)							X											
General English 2 (A2.2)							X											
Office Informatics								X										
Business Communication						X	X		X									X
Basic Law	X					X												
Principles of Accounting		X				X												
Basic Marketing		X				X						X						
Management Information System		X				X												
Organisational behavior		X				X												
Economic and Business Statistics		X				X												



Financial markets and institutions		X				X												
Business Introductory		X				X												
International Business		X				X												
Business Law		X				X												
English in Business							X											
Service Operation Management				X		X				X	X		X	X				
Tourism Overview			X			X												
Business strategies in tourism and hospitality businesses					X	X		X				X	X					
Financial management in tourism and hospitality businesses					X	X		X				X						
Supervision in tourism and hospitality businesses					X	X		X				X	X		X	X	X	



Vietnam Culture					X	X												X
Tourism Geography					X	X												
English in Tourism							X											
Customer Relationship Management					X	X			X						X			
Customer Relationship Management					X	X			X				X					
Hospitality Management				X	X	X			X			X	X	X	X		X	
Travel Businesses Management				X	X	X			X		X	X	X	X	X		X	
Restaurant Management				X	X	X			X			X	X		X		X	
Service Marketing				X	X	X			X			X			X		X	
Touristic Destination Management			X			X												X
Events and Festivals Management				X	X	X			X		X		X	X	X		X	
Tour Operation				X	X	X			X		X		X	X	X		X	



Tourist Guide Operations					X				X		X				X	X	X	X
Management Accounting					X	X							X					
English in Tourist Guide Operations							X				X							
Method of Study						X												
Service Procedures at Hotel				x								X	X	X	X	X	X	
Joining a tour							X		X		X	X		X	X	X	X	
Participating practical operations							X	X	X		X				X	X	X	X
Attending vocational orientation activities				X	X										X		X	
Presentating internship report			X	X	X	X			X		X	X	X		X	X	X	X
Presentating dissertation			X	X	X	X	X		X		X	X	X		X	X	X	X



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