

2015

The Faculty of Tourism

PROGRAMME SPECIFICATION

Hospitality Management



This piece of paper is to describe the Hospitality Management programme offered by the Faculty of Tourism and is validated by University of Economics - The University of Danang and applicable for the intake 2015.

1. Undergraduate programme in Hospitality Management

The Hospitality Management programme was established to provide students with the necessary skills and knowledge to pursue a variety of careers in national and international hospitality companies. General information of the Hospitality Management programme is shown in Table 1.

Table 1. General information of the Hospitality Management programme

Programme title:	Hospitality Management
Level:	Undergraduate
Type of degree:	Bachelor of Hospitality Management
Mode of study:	Full time
Study duration:	3.5-6 years
Total of credits:	120 (<i>excluding Physical education and National Defence education courses</i>)
Faculty:	Tourism, DUE
Language:	Vietnamese
Issue:	April, 2015

2. DUE's educational philosophy

We believe that higher education plays a pivotal role in “the creation of our future society”. As a University, we utilize a liberal education philosophy that focuses on the betterment of humanity, scientific spirit, and the fostering of lifelong learners, who work towards building a progressive and prosperous society. The three pillars of our educational mission are: “Liberal Arts - Self-initiative - Pragmatism”

3. DUE's vision, mission and value system

Vision of UD-DUE

UD-DUE is envisioned as a leading research university in Vietnam, significantly contributing to the prosperity of ASEAN community and human knowledge.

Mission of UD-DUE

As a research-oriented university, we create an innovative academic environment to accelerate knowledge discovery, application, transfer of scientific knowledge of economics and management, ensure successful foundations and life-long learning capacity for learners, nurture and develop talents, tackle the socio-economic challenges, and serve the development of a prosperous community.

Values: The values were built, protected and developed by DUE to become the foundation for all activities: integrity, creativity, cooperation, sympathy, and respect for the individuals

4. Programme objectives

The objectives of this program are to help learners:

- + Possess a profound knowledge base about economics, law, culture, tourism and hospitality management
- + Have sufficient basic skills, work-readiness skills and professional skills in hospitality management
- + Develop lifelong learning competences to confidently show up themselves and improve their employability
- + Become professional hospitality staff and then active, determined and effective hospitality managers
- + Become an outstanding citizen who is responsible for themselves and the society

5. Programme learning outcomes

After completing this training program, students can:

Table 2. Learning Outcomes of Hospitality Management Program

Code	Programme learning outcomes
PLO1	Apply fundamental knowledge of Marxism-Leninism, Ho Chi Minh' ideology and the rule of law in hospitality management
PLO2	Apply fundamental knowledge of economics and management in hospitality management
PLO3	Apply deep understanding of service management, tourism in hospitality management
PLO4	Evaluate service operations in hospitality businesses and restaurants
PLO5	Evaluate other functional activities in hospitality businesses and restaurants, including Marketing, human resources, finance, facilities management
PLO6	Master office IT applications at advanced level
PLO7	Master verbal and non-verbal skills, listening and writing skills in communication
PLO8	Communicate in English at level 3/6 of Vietnamese Language Proficiency Framework
PLO9	Display working skills as a staff as well as a manager of functional departments in a hospitality business
PLO10	Use English effectively in service operations in hospitality businesses.
PLO11	Use effectively a management software applied in hospitality
PLO12	Perform an effective teamwork in a diverse environment
PLO13	Demonstrate a sense of professional ethics and a love toward job
PLO14	Demonstrate a sense of laws and regulations adherence, social responsibilities and corporate culture respect

6. Career opportunities and Higher education and student exchange

Career opportunities

Within the first 3 years of graduation:

Graduates from the Hospitality Management Programme are eligible for such positions as:

- + Staff and supervisors in the Reception, Housekeeping, Food & Beverage, Events units, Marketing, Finance, Human Resources, Sales department in hospitality businesses
- + Staff in hospitality-related governmental administration agencies.

After 3 years of graduation:

Graduates can be promoted to higher management positions such as:

- + Head/deputy head of Reception, Housekeeping, Food & Beverage, Events units, Marketing, Finance, Human Resources, Sales department in hospitality businesses
- + Head/deputy head of hospitality-related governmental administration agencies.

Learners are eligible for top manager positions or starting up a hotel

Besides, learners also get job positions in hospitality-related governmental administration and educational institutions

Higher education and student exchange

Graduates from the Hospitality Management programme can pursue higher education for Master and Ph.D titles. During their study at DUE, students who have outstanding academic performance and adequate foreign language proficiency will have opportunities to participate in student exchange programmes agreed by DUE and its partners.

7. Admission criteria, academic training process and graduation requirements

Admission criteria

Candidates must graduate from a high school in Vietnam and completely meet academic requirements as well as other requirements determined by DUE's Admission Board.

Academic training process

The Hospitality Management programme is designed under regulations of the Ministry of Education and Training and of DUE on a credit-based system. The programme consists of five blocks of courses according to blocks of knowledge and skills expected to be provided for learners, and equivalent to 133 credits. Study roadmap is designed for a standard duration of 4.0 years but can be shortened in 3.5 year or extended up to 6.0 years.

Each academic year consists of 2 official semesters and 1 additional semester (summer semester). Basic courses and fundamental courses in business are mostly delivered in the first three semesters. Studying general courses in tourism normally starts in the second semester. Specialized courses are concentrated in the last four semesters before a graduation internship.

Graduation requirements

Students are considered and recognized by the university when they meet the following conditions:

- Until the time of graduation, they shall not be examined for penal liability or shall not be subject to disciplinary suspension at the time of suspension;
- Have completed all compulsory courses and optional courses prescribed in the curriculum with a total of 133 credits excluding the physical and national defense education modules;
- The cumulative GPA of the entire course is 2.00 or higher;
- Satisfy certain learning outcomes determined by the rector;

- Have certificates of the national defense and security education and complete the physical education module;
- Have certificate of foreign language proficiency (TOEIC 600 or equivalent);
- Have certificate of IT skill (Advanced IT skills or equivalent);
- Submit a request to the Academic Affairs Department to be considered graduated.

8. Scoring system

- Mid-term scores and end-term scores are on a 10-point scale and rounded to 1 decimal place.
- Course score is weighted average score of mid-term scores and end-term score. Course score will be also rounded to 1 decimal place and converted to alphabet scale as following:

Table 3. Scoring system

Classification		10-point scale	Alphabet scale	4-point scale
Pass	Excellent	8.5-10	A	4
	Good	7.0-8.4	B	3
	Average	5.5-6.9	C	2
	Below average	4.0-5.4	D	1
Fail	Poor	<4.0	F	0

9. Learning activities

Students will have the opportunity to experience their learning with highly qualified and experienced faculty. They will be actively involved in learning activities through competency-based and practical teaching methods such as Practical Teaching (Work-based Learning), Simulation (Simulation)...

Student-centered assessment methods with the ultimate goal of helping learners improve their learning outcomes continuously.

10. Curriculum Structure

The curriculum of Hospitality Management Programme is structured into five blocks of courses (excluding physical education and national defense education) which allow students to achieve the programme learning outcomes.

Table 4. Blocks of courses and according credits

No	Course sets	Total credits	Weight of total credits	Compulsory credits	Optional credits
1	Block of basic courses	37	30,83%	37	0
2	Block of fundamental courses on business	30	25,00%	30	0
3	Block of general courses on tourism	24	20,00%	19	5
4	Block of specialized courses on hospitality management	19	15,83%	14	5
5	Graduation internship	10	8,33%	10	

No	Course sets	Total credits	Weight of total credits	Compulsory credits	Optional credits
	Total credits	120	100%	110	10

11. Course Structure

Table 5. Courses and according credits

No.	Course Code	Course title	Number of periods			Credits
			Theory	Practice	Total	
Blocks of basic courses						
1	SMT1001	Basic Principles of Marxism-Leninism I	21	9	30	2
2	SMT1002	Basic Principles of Marxism-Leninism II	39	6	45	3
3	SMT1003	Revolutionary policy of the Communist Party of Vietnam	36	9	45	3
4	SMT1004	Ho Chi Minh ‘s ideology	24	6	30	2
5	LAW1001	General Law	21	9	30	2
6	TOU1001	Business Communication	22	23	45	3
7	ENG1001	English in General 1 (A2.1)	22	23	45	3
8	ENG2001	English in General 2 (A2.2)	28	32	60	4
9	MIS1001	Office Informatics	22	23	45	3
10	MAT1001	Applied Mathematics for Economics	45	0	45	3
11	MGT1001	Microeconomics	36	9	45	3
12	ECO1001	Macroeconomics	38	7	45	3
13	MGT1002	Management	30	15	45	3
Block of fundamental courses on business						
14	ACC1001	Principles of Accounting	30	15	45	3
15	MKT2001	Principles of Marketing	34	11	45	3
16	MIS2002	Management Information Systems	30	15	45	3
17	HRM2001	Organizational Behavior	30	15	45	3
18	STA2002	Statistics for Business and Economics	33	12	45	3
19	FIN2001	Financial Markets and Institutions	30	15	45	3
20	MGT2002	Introduction to Business	27	18	45	3
21	IBS2001	International Business	28	17	45	3

No.	Course Code	Course title	Number of periods			Credits
			Theory	Practice	Total	
22	LAW2001	Business Law	30	15	45	3
23	ENG3001	Business English	12	33	45	3
Block of general courses on tourism						
		<i>Compulsory courses</i>				
24	HOS3001	Service Marketing	21	24	45	3
25	HOS3002	Introduction to Hospitality	16	14	30	2
26	TOU3001	Introduction to Tourism	28	17	45	3
27	TOU3002	Service Operation Management	18	27	45	3
28	TOU3004	Supervision in The Hospitality Industry	20	25	45	3
29	TOU3008	Strategy in Hospitality and Tourism	26	19	45	3
30	TOU3009	Financial Management in hospitality	30	15	45	3
		<i>Selective courses (Students can choose a minimum of 5 credits from following selective courses)</i>				
31	TOU3003	Vietnamese Culture	16	14	30	2
32	TOU3014	Tour Operator Management	20	10	30	2
33	MGT3011	Entrepreneurship	18	27	45	3
34	COM3003	Customer Relationship Management	30	15	45	3
35	ENG3002	English for Tourism	15	30	45	3
Block of specialized courses on hospitality management						
		<i>Compulsory courses</i>				
36	HOS3005	Hospitality Back-Office Management	22	23	45	3
37	HOS3003	Housekeeping Management	25	20	45	3
38	HOS3004	Hotel Front Office Management	18	27	45	3
39	HOS3006	Restaurant Management	23	22	45	3
40	HOS3007	Hotel Occupational Skills Practice	5	25	30	2
		<i>Selective courses (Students can choose a minimum of 5 credits from following selective courses)</i>				
41	TOU3011	Event Management	19	26	45	3
42	TOU3015	Tourism Destination Management	19	26	45	3
43	TOU3019	Designing and Operating tours				
44	ACC2002	Management Accounting	20	25	45	3

No.	Course Code	Course title	Number of periods			Credits
			<i>Theory</i>	<i>Practice</i>	<i>Total</i>	
45	BAN3006	International Payment	30	15	45	3
46	RMD3001	Research Methodology	17	13	30	2
47		Graduation Internship				10
		<i>Option 1</i>				
	HOS4001	Final Report		4	60	4
		Additional learning of at least 6 credits selected only from elective course				6
		<i>Option 2</i>				
	HOS4002	Thesis*		10	120	10
		Total				120

* Students must take the course "Scientific Research Methods" and have a cumulative GPA of 3.0 or higher

12. Roadmap

Table 6. Roadmap of the course

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
[MIS1001] Office Informatics (3)	[MIS2002] Management Information Systems (3)				Graduation Internship (10): Choose 01 of 02 forms
[ECO1001] Macroeconomics (3)	[FIN2001] Financial Markets and Institutions (3)				
[MGT1001] Microeconomics (3)	[TOU3001] Introduction to Tourism (3)	[HOS3002] Introduction to Hospitality (2)	[HOS3005] Hospitality Back-Office Management (3)	[HOS3007] Hotel Occupational Skills Practice (2)	[HOS4001] Final Report (4) and Additional learning of at least 6 credits selected only from elective course (6) [HOS4001] Thesis (10)
		[HOS3003] Housekeeping Management (3)	[HOS3004] Hotel Front Office Management (3)		
		[TOU3014] SC: Tour Operator Management (2)		[TOU3019] SC: Designing and Operating tours (3)	
				[TOU3015] SC: Tourism Destination Management (2)	
		[HOS3006] Restaurant Management (3)			
	[IBS2001] International Business (3)				
[LAW1001] General Law (2)	[LAW2001] Business Law (3)				
[MAT1001] Applied Mathematics for Economics (3)	[STA2002] Statistics for Business and Economics (3)				
[MGT1002] Management (3)	[TOU1001] Business Communication (3)				
	[HRM2001] Organizational Behavior (3)				
	[MGT2002] Introduction to Business (3)	[MGT3011] SC: Entrepreneurship (3)			
		[TOU3002] Service Operation Management (3)			
			[TOU3004] Supervision in The Hospitality Industry (3)		
			[TOU3008] Strategy in Hospitality and Tourism (3)		
				[TOU3011] SC: Event Management (3)	
[ENG1001] English in General 1 (A2.1) (3)	[ENG2001] English in General 2 (A2.2) (4)	[ENG3001] Business English (3)	[ENG3002] SC: English for Tourism (3)		
[SMT1001] Basic Principles of Marxism- Leninism I (2)	[SMT1002] Basic Principles of Marxism- Leninism II (3)	[SMT1003] Revolutionary policy of the Communist Party of Vietnam (3)			
	[SMT1004] Ho Chi Minh 's ideology (2)				
[MKT2001] Principles of Marketing (3)		[HOS3001] Service Marketing (3)			
	[ACC1001] Principles of Accounting (3)	[ACC2002] SC: Management Accounting (3)			
		[TOU3009] Hospitality Financial Management (3)			
		[TOU3003] SC: Vietnamese Culture (3)			
		[COM3003] SC: Customer Relationship Management (3)			
			[RMD3001] SC: Research Methodology (2)		
				[BAN3006] SC: International Payment (3)	

Chú thích :

Blocks of basic courses
Block of fundamental courses on business
Block of general courses on tourism
Block of specialized courses on hospitality management

SC: Selective courses
In [...] : Course Code
In {.....} : Prerequisite
In (.....) : Number of credits

13. Co-curricular activities

Students are required to:

- + Participate in a 5-day tour or stay 1 night in a 5-star hotel..
- + Participate in at least 1 career orientation activities held hotels/resorts or hospitality-related governmental administration agencies
- + Do professional internship at a 3-star hotel or more in a duration of at least 150 hours, with good reviews of the hotel

These activities are required to be completed before the graduation internship.

Danang, April 2015
Dean of Faculty of Tourism

Truong Si Quy