The Faculty of Tourism

PROGRAMME SPECIFICATION

Hospitality Management

2019

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 2019.

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:	134 *(excluding Physical education and National Defence education courses)*
Faculty:	Tourism, DUE
Language:	Vietnamese
Website:	http://due.udn.vn/vi-vn/khoa/du-lich
Facebook:	https://www.facebook.com/dulidue
Issue:	April, 2019

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 1. Learning Outcomes of Hospitality Management Program

Code	Program Learning Outcomes (PLO)
PLO1	Apply basic knowledge of economics, politics, law, society and culture in managing tourist accommodation establishments in the context of globalization.
PLO2	Manage direct and indirect processes of service delivery in tourist accommodation establishments
PLO3	Benchmark financial, marketing, human resources and supply chain activities of different types of tourist accommodation establishments.
PLO4	Evaluate the business strategies of different types of tourist accommodation establishments
PLO5	Propose various types of business plans and projects for accommodation establishments by taking advantage of advances in science and technology and orientation for sustainable development
PLO6	Perform professional skills related to reception, restaurant and housekeeping services in three-star hotels and above or other tourist accommodation establishments with similar standards.
PLO7	Communicate skillfully in a multicultural environment, especially during customer services and management of tourist accommodation establishments
PLO8	Master at least one foreign language, especially in customer services and management of tourist accommodation establishments with the aim to satisfy the needs of a diverse tourist market (1)
PLO9	Use effectively office IT at an advanced level and other applications on digital technology platform in hospitality and managing tourist accommodations
PLO10	Make decisions scientifically and independently in research projects and actual work
PLO11	Perform an effective teamwork in a diverse environment
PLO12	Demonstrate a sense of laws and regulations adherence, social responsibility, professional ethics and business cultures respect

6. Career opportunities and Higher education and student exchange

Career opportunities

Right after graduation, learners can be ready to work as attendants and supervisors in departments in hotels, such as Front Office, Housekeeping, Food and Beverage, Events, Finance, Accounting, Sales, Human Resources etc. After a short time to enrich work experience, learners can get potential higher positions such as manager assistant, managers these departments. The learner can be eligible to even get the top management positions or start 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 134 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 134 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 2 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 Project-Oriented Learning, Jigsaw, Peer assessment (Peer Grading), Practical Teaching (Work-based Learning), Simulation (Simulation)… The tourism implementation area will give learners a simulated learning environment like a 4-star hotel.

Figure 1: Peer Grading and Discussion

Figure 2. Field survey in Memory Hostel for Project-Oriented Learning

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

10. Curriculum Structure

The curriculum of the 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	40	30%	40	0
2	Block of fundamental courses on business	18	13%	18	0
3	Block of general courses on tourism	22	16%	17	5
4	Block of specialized courses on Hospitality Management	44	33%	40	4
5	Graduation internship	10	7%	10	
6	Total credits	134	100%	125	9

11. Course Structure

Table 5. Courses and according credits

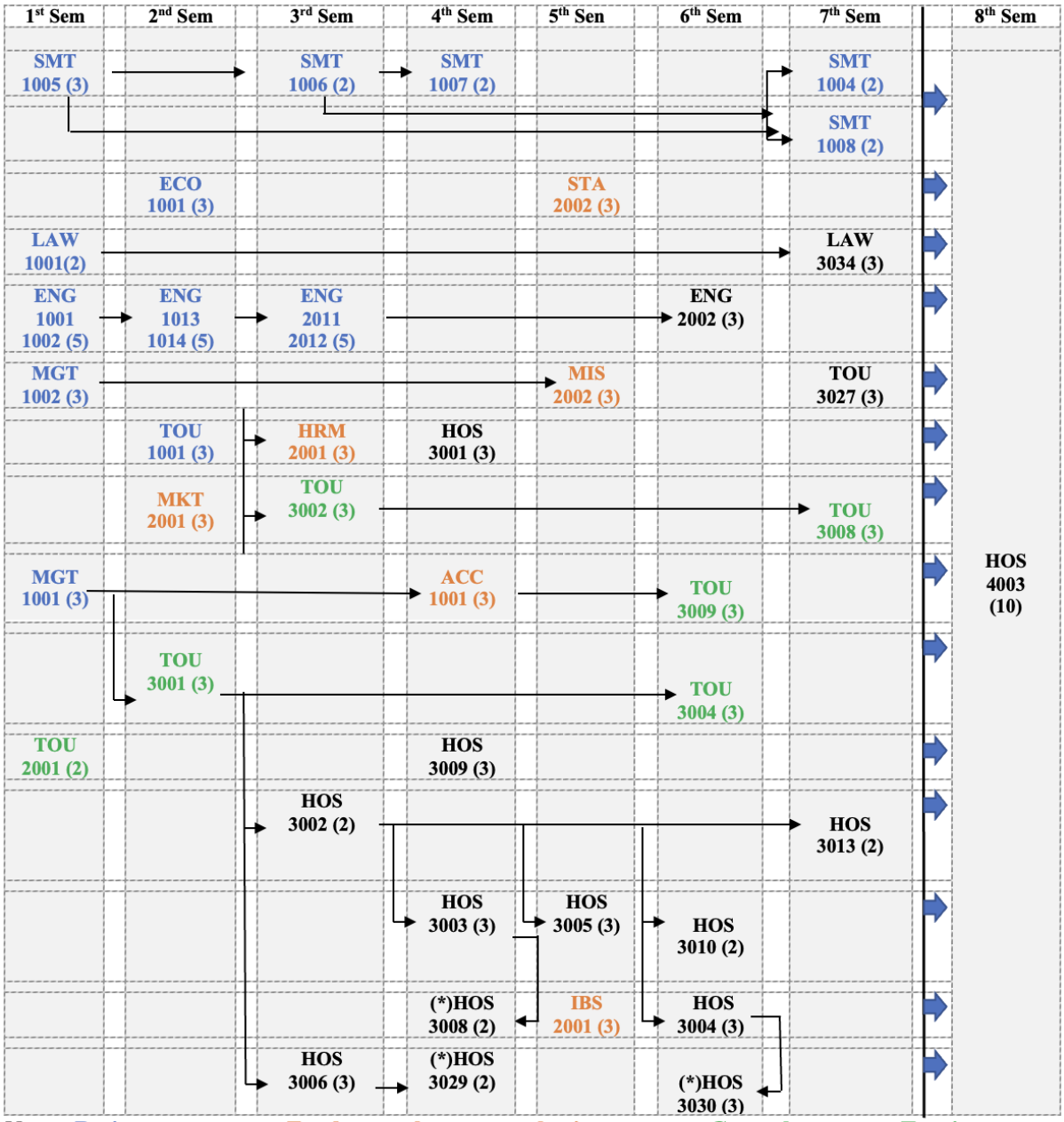
No.	Course Code	Course title	Number of periods			Credits
			Theory	*Practice*	*Total*	
Blocks of basic courses						
1	SMT1005	Marxist-Leninist Philosophy	32	13	45	3
2	SMT1006	Marxist-Leninist Political economics	24	6	30	2
3	SMT1007	Scientific socialism	24	6	30	2
4	SMT1008	History of Vietnamese Communist Party	24	6	30	2
5	SMT1004	Ho Chi Minh 's ideology	24	6	30	2
6	LAW1001	General Law	21	9	30	2
7	TOU1001	Business Communication	22	23	45	3
8	ENG1011	Pre-IELTS 1	22	23	45	3
9	ENG1012	Pre-IELTS 2	20	10	30	2
10	ENG1013	IELTS Beginners 1	15	30	45	3
11	ENG1014	IELTS Beginners 2	16	14	30	2
12	ENG2011	IELTS Pre-Intermediate 1	30	15	45	3
13	ENG2012	IELTS Pre-Intermediate 2	30	0	30	2

No.	Course Code	Course title	Number of periods			Credits
			Theory	*Practice*	*Total*	
14	MGT1001	Microeconomics	36	9	45	3
15	ECO1001	Macroeconomics	38	7	45	3
16	MGT1002	Management	30	15	45	3
Block of fundamental courses on business						
17	MKT2001	Principles of Marketing	34	11	45	3
18	ACC1001	Principles of Accounting	30	15	45	3
19	HRM2001	Organizational Behavior	30	15	45	3
20	MIS2002	Management Information Systems	30	15	45	3
21	STA2002	Statistics for Business and Economics	33	12	45	3
22	IBS2001	International Business	28	17	45	3
Block of general courses on tourism						
		Compulsory courses				
23	TOU3001	Introduction to Tourism	28	17	45	3
24	TOU3002	Service Operation Management	18	27	45	3
25	TOU3008	Strategy in Hospitality and Tourism	26	19	45	3
26	TOU3004	Supervision in The Hospitality Industry	20	25	45	3
27	TOU3009	Financial Management in Hospitality	30	15	45	3
28	TOU2001	Introduction of Careers in Tourism Industry	13	17	30	2
		Selective courses (Students can choose a minimum of 5 credits from following selective courses)				
29	TOU3024	Consumer Behavior in Tourism	9	21	30	2
30	TOU3015	Tourism Destination Management	19	26	45	3
31	IBS3007	Cross - Cultural Management	30	15	45	3
32	TOU3032	Vietnamese Culture	16	14	30	2
33	TOU3011	Event Management	19	26	45	3
34	ACC2002	Management Accounting	20	25	45	3
35	ENG2013	IELTS Intermediate 1	17	28	45	3
36	ENG2014	IELTS Intermediate 2	7	23	30	2
Block of specialized courses on hospitality management						
		Compulsory courses				

No.	Course Code	Course title	Number of periods			Credits
			Theory	*Practice*	*Total*	
37	HOS3002	Introduction to Hospitality	16	14	30	2
38	HOS3006	Restaurant Management	23	22	45	3
39	HOS3005	Hospitality Back-Office Management	22	23	45	3
40	HOS3003	Housekeeping Management	25	20	45	3
41	HOS3004	Hotel Front Office Management	18	27	45	3
42	HOS3001	Service Marketing	21	24	45	3
43	LAW3034	Law on Tourism	27	18	45	3
44	HOS3013	Cost Control in Hotels	14	16	30	2
45	HOS3009	Software Application in Hotels	15	30	45	3
46	TOU3027	Human Resource Management in The Tourism Industry	30	15	45	3
47	HOS3010	Hospitality Security and Safety	19	11	30	2
48	ENG3002	English for Tourism	15	30	45	3
49	TOU3030	Occupational Skills Practice in Reception	10	35	45	3
50	HOS3008	Occupational Skills Practice in Housekeeping	7	23	30	2
51	TOU3029	Occupational Skills Practice in Restaurant	7	23	30	2
		Selective (Students can choose a minimum of 4 credits from following selective courses)				
52	RMD3001	Research Methodology	17	13	30	2
53	ENG3006	English for Hotel and Restaurant	4	26	30	2
54	HOS3012	Startup a Hotel	11	19	30	2
55	HOS3011	Introduction of Spa Industry	17	13	30	2
56	HOS3016	Bar and Bartending Management	15	15	30	2
57	HOS3015	Kitchen Operations Management	10	20	30	2
58	HOS3014	Hotel Room Selling Skills	14	16	30	2
Graduation Internship						
59	HOS4003	**Option 1**-Final Report				10
	HOS4003	**Option 2**-Thesis *				10
		Total				**134**

* Students are required to have cumulative GPA of 3.0 and complete the course Research Methodology

12. Roadmap

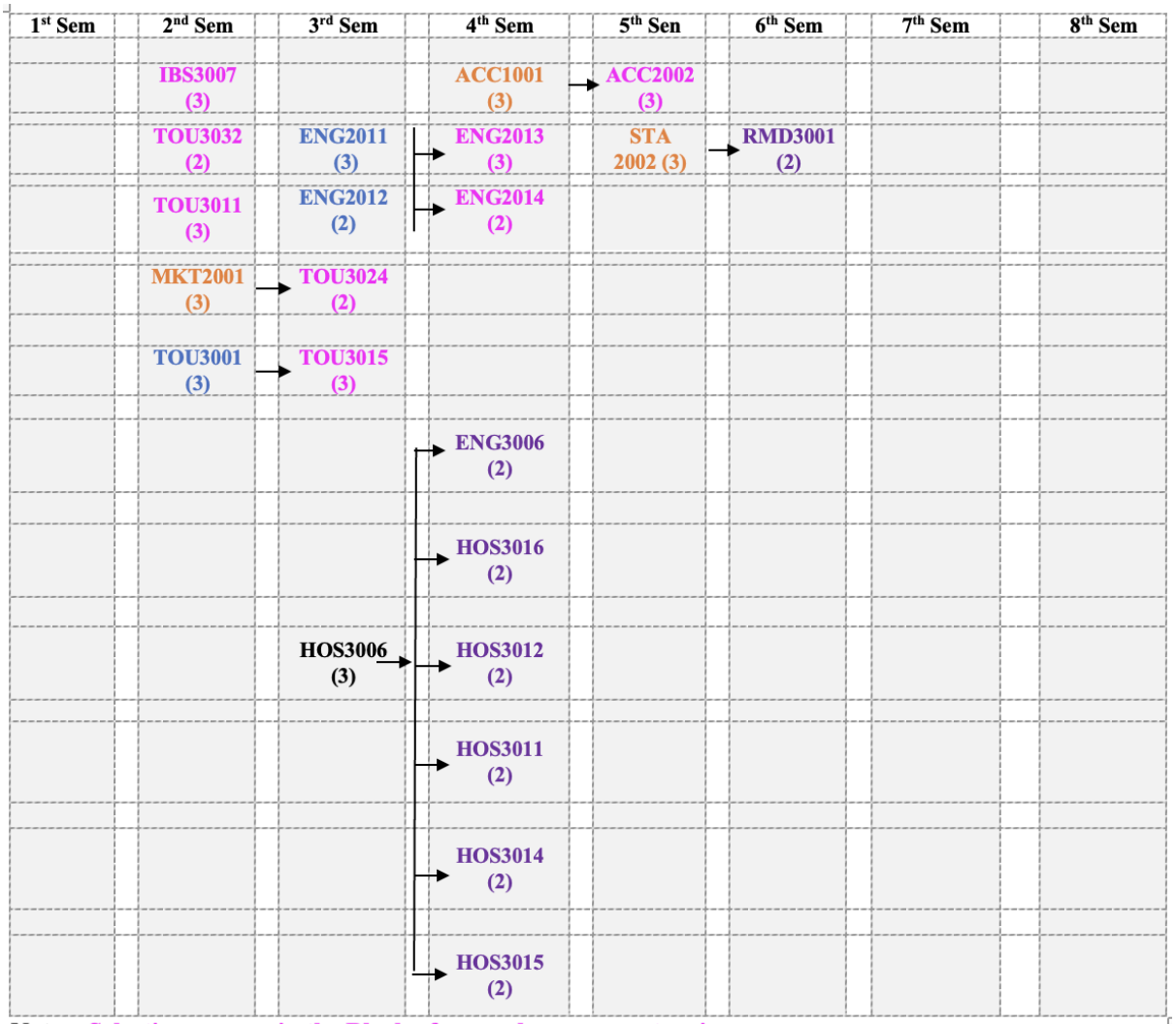


Notes: Basic courses Fundamental courses on business General courses onTourism

Specialised courses on hospitality management

(*): these courses will implemented in the Summer semester but their academic performance will be integrated with the second semester's academic performance

Figure 3: Roadmap for the intake 2019



Semester suggested in the roadmap is the earliest-possibly chosen time for selective courses

Figure 4. Roadmap of selective courses

13. Co-curricular and extracurricular activities

- Co-curricular activities: students are supposed to either participate in a 5-day tour or stay 1 night in a 5-star hotel. This activity is required to complete before graduation.

Figure 5. Field trip at Intercontinental Danang Sun Peninsula Resort and Lovely Night

- Extracurricular activities: there is a wide range of extracurricular activities offered to learners in the Hospitality Management programme such as career orientations coordinated by DUE and Department of Labor, Invalids and Social Affairs of Danang city, days of humanitarian blood donation, Winter/ Summer Volunteering Campaigns, events for Welcoming Freshmen, soft skill training courses, sport activities, activities of Travelling Club and other clubs of DUE, competitions like Travelling Talent, Lovely Night…Students are supposed to participate in extra-curricular activities corresponding to at least 50 converted points.

Danang, April 2019
Dean of Faculty of Tourism

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