



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

ACADEMIC MODULE GUIDE 2019 (MARCH 2019 INTAKE)

No	Content	Page
1	Guidelines	1
2	Module Registration Form	2
3	Faculty of Built Environment, Engineering, Technology & Design	3
4	Faculty of Arts and Social Sciences	4
5	Faculty of Business & Law	12
6	Faculty of Hospitality, Food & Leisure Management	21

GUIDELINES

Please read the guidelines before selecting your modules.

1. The minimum number of credits that can be taken is 16 credits and the maximum is 20 credits.
2. 1 credit is equivalent to 1.5 ECTS.
- 3. Modules can be selected from the same programme only.**
- 4. The Module Registration Form for all faculties except for the Faculty of Hospitality, Food & Leisure Management is on Page 2. The Module Registration Form for the Faculty of Hospitality, Food & Leisure Management is from Page 21.**
5. If you are joining the exchange programme for 2 semesters, please fill in one Module Registration Form for each semester.
- 6. For programmes from Faculty of Hospitality, Food & Leisure Management, the exchange duration is limited to 1-semester exchange only and students must be studying the same programme at their home institution.**
7. All modules are subject to availability of the beginning of semester. Any subsequent changes to the selection of modules are subject to the approval of the faculty and timetable availability.

TAYLOR'S UNIVERSITY MODULE REGISTRATION FORM

Programme Enrolled at Taylor's University: _____

Credit Requirement at Home Institution: _____ credits

Duration of Semester (Please tick one)	1		2	
--	---	--	---	--

No	Module Code	Module Name	Approved (√)	Credit Hours
1				
2				
3				
4				
5				

Alternate Module Selection (if the selection for above is not available)

No	Module Code	Module Name	Approved (√)	Credit Hours
1				
2				

I declare that I am aware and fully understand the University policy. Any subsequent changes to my selection of modules are subject to the School's approval and timetable availability. Final modules offered are subject to availability.

Approval from Home Institution	Date
Applicant Name & Signature	Date
FOR TAYLOR'S UNIVERSITY USE ONLY	
Approved by: Programme Director/ Head of School	
Name and Signature	Date
Remarks	Programme Code

FACULTY OF BUILT ENVIRONMENT, ENGINEERING, TECHNOLOGY & DESIGN

PROGRAMME: BACHELOR OF DESIGN (HONOURS) IN CREATIVE MEDIA

No	Module Code	Module Title	Credit Hours
1	GCD60104	Typography	4 Credits
2	GCD60204	Illustration And Visual Narrative	4 Credits
3	GCD61204	Digital Photography And Imaging	4 Credits
4	GCD60804	Design Principles	4 Credits
5	GCD60904	Interactive Design	4 Credits

MODULE SYNOPSIS

Module Title	Module Synopsis
Typography	This Module is designed to introduce the students to the language, tradition and craft of typography through; The practice of typographic layout, typesetting and printing; the aesthetic and contextual use of typography as a form of written communication; the historical and contemporary influences that surround and influence typographic practice; and the project briefs cover a broad base of typographic problems designed to present intellectual and practical challenges which requires research, conceptual thinking, experimentation and development of ideas.
Illustration And Visual Narrative	This module aims to introduce the students to the process of creating visual concepts from ideas and its pictorial communication to an audience in the form of illustrations. Through studio assignments and demonstrations, students will understand the history of visual communication, the essential skill of telling stories via images and the work processes of professional illustration. A variety of relevant media, materials and techniques are explored. Lectures on the working methods of successful illustrators will support the practical aspects.
Digital Photography And Imaging	Students will develop their knowledge of and skills in digital imaging and drawing through a series of lectures, demonstrations and hands-on exercises in the photo studio and lab. They will undergo practical assessments in the form of projects and exercises throughout the semester. Students will then render and submit a culminated final project and/or a body of work (portfolio) to demonstrate their ability to solve communication problems using the appropriate software and hardware as a form of final assessment.
Design Principles	This module provides fundamental principles of visual design for students to effectively organize and present information utilizing interfaces. This module will provide students an in-depth look into principles of perception and cognition that inform effective design. The module will utilize technologies that support and help build human-centric designs proficiencies.
Interactive Design	Students will be introduced to Web specific coding and technical skill to design and develop non-linear interactive pieces. The conceptual and design aspects will be considered. This module will be delivered through a structure of lecturers, demonstrations and practical.

FACULTY OF ARTS & SOCIAL SCIENCES

BACHELOR OF MASS COMMUNICATION (HONS) (ADVERTISING)

No	Module Code	Module Title	Credit Hours
1	COM60504	Intro to Mass Communication	4
2	COM61704	New Media and Society	4
3	COM60604	Intercultural Communication	4
4	COM60704	Media Writing	4
5	COM60904	Innovative Media	4
6	COM61004	Visual Communication	4
7	ADV60104	Advertising Principles	4
8	ADV60304	Creative Copywriting	4
9	ADV60604	Brand Management	4

MODULE SYNOPSIS

Module Title	Module Synopsis
Intro to Mass Communication	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
New Media and Society	This module explores latest communication technologies and its diverse usage in our globally wired world. The social impact of new media will be examined within the context of politics, culture and business.
Intercultural Communication	This course outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Innovative Media	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Visual Communication	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
Advertising Principles	This course outlines the history, development, scope, structure and nature of advertising. It also introduces various issues and trends in the advertising industry today.

Creative Copywriting	This course is designed as a skills course focusing on the creative aspects of advertising specifically copywriting. The emphasis will be on how to research for information on both product and consumer and apply this information to develop creative ad copy for various media.
Brand Management	This course outlines the theory and practice of brand management. It delves into the theories, concepts, issues, principles, processes of Branding by considering it from the perspective of Marketing, Management, and Communication. It provides a viewpoint of the organization taking into consideration its competitive environment and the forces that affects its branding exercise. Students will have the opportunity to develop their portfolio in this subject through the development of branding through strategic processes.

BACHELOR OF MASS COMMUNICATION (HONS) (BROADCASTING)

No	Module Code	Module Title	Credit Hours
1	COM60504	Intro to Mass Communication	4
2	COM61704	New Media and Society	4
3	COM60604	Intercultural Communication	4
4	COM60704	Media Writing	4
5	COM60904	Innovative Media	4
6	COM61004	Visual Communication	4
7	BCA60104	Broadcasting Principles	4
8	BCA60204	Writing for Broadcast	4
9	BCA60304	Audience Studies	4

MODULE SYNOPSIS

Module Title	Module Synopsis
Intro to Mass Communication	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
New Media and Society	This module explores latest communication technologies and its diverse usage in our globally wired world. The social impact of new media will be examined within the context of politics, culture and business.
Intercultural Communication	This course outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.

Innovative Media	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Visual Communication	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
Broadcasting Principles	To provide students with the basic understanding of the history, nature, operations, practice and scope of radio, television and web broadcasting. It is designed to help students comprehend the trend and convergence in broadcasting and the electronic media industry and what effects operations and development might have on individuals and the collective society.
Writing for Broadcast	This course outlines broadcasting and its technical aspects. It also examines on news writing, broadcasting shows; and ethical issues in broadcast world.
Audience Studies	This course outlines the history, development, scope, structure and nature of audience studies strategies in various media industries as well as the trend and convergence in media studies. It also introduces the basic theories of audience studies.

BACHELOR OF MASS COMMUNICATION (HONS) (JOURNALISM)

No	Module Code	Module Title	Credit Hours
1	COM60504	Intro to Mass Communication	4
2	COM61704	New Media and Society	4
3	COM60604	Intercultural Communication	4
4	COM60704	Media Writing	4
5	COM60904	Innovative Media	4
6	COM61004	Visual Communication	4
7	JRN60104	Photojournalism	4
8	JRN60204	Print News Reporting	4
9	JRN60304	Creative Writing	4
10	JRN60604	Radio & TV Reporting	4

MODULE SYNOPSIS

Module Title	Module Synopsis
Intro to Mass Communication	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
New Media and Society	This module explores latest communication technologies and its diverse usage in our globally wired world. The social impact of new media will be examined within the context of politics, culture and business.
Intercultural Communication	This course outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Innovative Media	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Visual Communication	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
Photojournalism	This course helps students to develop their skills in photography and storytelling through visuals. It draws upon the discipline of photography and graphic principles. The course components will enable the students to get the practical skills needed to produce relevant, well-composed and high quality photographs.
Print News Reporting	This course is aimed at acquainting students with the principles of news writing and putting them into practice. The course teaches students how to write a news story, attribute it to the news sources and learn how to conduct interviews and gather information. Students will also be exposed to various styles of hard news writing in Malaysia.
Radio & TV Reporting	This course introduces the fundamentals of broadcast news, for radio and tv, and examines the current practices and trends. During the course, skills for the production of newscasts will be developed. These skills include retrieving and recording news through audio and video equipment and the production of newscasts.

BACHELOR OF MASS COMMUNICATION (HONS) (PUBLIC RELATIONS & EVENT MANAGEMENT)

No	Module Code	Module Title	Credit Hours
1	COM60504	Intro to Mass Communication	4
2	COM61704	New Media and Society	4
3	COM60604	Intercultural Communication	4
4	COM60704	Media Writing	4
5	COM60904	Innovative Media	4
6	COM61004	Visual Communication	4
7	PRL 60104	Public Relations Principles	4
8	PRL60204	Promotional Writing	4
9	PRL60404	Crisis Management	4
10	EVT60604	Events and Entertainment	4
11	EVT60704	Conventions and Meetings Management	4
12	EVT60204	Events Operations	4

MODULE SYNOPSIS

Module Title	Module Synopsis
Intro to Mass Communication	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
New Media and Society	This module explores latest communication technologies and its diverse usage in our globally wired world. The social impact of new media will be examined within the context of politics, culture and business.
Intercultural Communication	This course outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Innovative Media	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Visual Communication	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
Public Relations Principles	This course outlines the history and development of public relations, with an emphasis on providing the student with an awareness of various publics that an organisation interacts with. It also provides a grounding for students to understand the need for a strategic perspective instead of the mindset of a public relations technician. Students would be expected to keep up with current affairs.

Promotional Writing	This course introduces the concept of designing and writing promotional materials for a wide spectrum of communication media. It covers the scope and structure of the different forms of writing used in public relations, advertising and marketing.
Crisis Management	This course outlines the key responsibilities of public relations in the contemporary world by understanding the importance of managing crisis locally and internationally. The course will introduce the students to different types of crisis and offers a wide range of frameworks and methods to managing crisis.
Events and Entertainment	This module is an introductory module to the event and entertainment industries. The module covers a general aspect on the development of the event industry and the types of event available within the industry. This module will also look into the structure of the event industry and the relationship between event management and education as well as the various theories involved in even management. Another part of this module will introduce entertainment which is closely related to events.
Conventions and Meetings Management	This module prepares students towards professional analysis in convention management from a local and international perspective. Students are able to manage conventions in line with the clients' requirement and needs.
Events Operations	This module equips the students with the essential knowledge and skills in event coordination. The module covers the aspect of event operation tools such as timeline, manpower allocation, logistics, processes and dealing with external stakeholders.

BACHELOR OF MASS COMMUNICATION (HONS) (PUBLIC RELATIONS & MARKETING)

No	Module Code	Module Title	Credit Hours
1	COM60504	Intro to Mass Communication	4
2	COM61704	New Media and Society	4
3	COM60604	Intercultural Communication	4
4	COM60704	Media Writing	4
5	COM60904	Innovative Media	4
6	COM61004	Visual Communication	4
7	PRL60104	Public Relations Principles	4
8	PRL60204	Promotional Writing	4
9	PRL60204	Crisis Management	4
10	PRL60804	Promotional Management	4
11	MCM60204	Relationship Marketing	4
12	MCM60304	E-Marketing	4
13	MGT60104	Intro to Management	4

MODULE SYNOPSIS

Module Title	Module Synopsis
Intro to Mass Communication	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
New Media and Society	This module explores latest communication technologies and its diverse usage in our globally wired world. The social impact of new media will be examined within the context of politics, culture and business.
Intercultural Communication	This course outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Innovative Media	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Visual Communication	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
Public Relations Principles	This course outlines the history and development of public relations, with an emphasis on providing the student with an awareness of various publics that an organisation interacts with. It also provides a grounding for students to understand the need for a strategic perspective instead of the mindset of a public relations technician. Students would be expected to keep up with current affairs.
Promotional Writing	This course introduces the concept of designing and writing promotional materials for a wide spectrum of communication media. It covers the scope and structure of the different forms of writing used in public relations, advertising and marketing.
Crisis Management	This course outlines the key responsibilities of public relations in the contemporary world by understanding the importance of managing crisis locally and internationally. The course will introduce the students to different types of crisis and offers a wide range of frameworks and methods to managing crisis.
Promotional Management	This course outlines to students the importance of promotional management. It introduce students to the various concepts, methods, and effects of different promotional techniques in an organisation.
Relationship Marketing	This course acquaints students with the various approaches and applications of relationship marketing, building and developing customer value and customer retention. This course also focuses on the strategic side of customer relationship management where consideration is taken into the analysis of the change in the marketing rationale from a crude concern for increased market share to a strategy aimed at creating long-term profitable relationships with targeted customers. The course

	provides students with an understanding of customer relationship management and its application in providing competitive advantage in the fields of marketing, public relations and sales.
Intro to Management	This subject is designed to provide the candidate with the basic concepts and principles of management in organisations. It focuses on the context of managerial activity and covers the four major functions of management i.e. planning, organizing, leading and controlling and places them in a historical, political and economic context.

FACULTY OF BUSINESS & LAW

BACHELOR OF BUSINESS (HONS) INTERNATIONAL BUSINESS & MARKETING

Year 1

No	Module Code	Module Title	Credit Hours	Prerequisites
1	ACC60104	Introduction to Accounting	4	-
2	MGT60104	Introduction to Management	4	-
3	COM61604	Business Communication	4	-
4	ECN60104	Microeconomics	4	-
5	STA60104	Quantitative Methods for Business	4	-
6	FIN60104	Introduction to Finance	4	-
7	MKT60104	Principles of Marketing	4	-
8	OBM60104	Organisational Behavior	4	MGT60104
9	ECN60204	Macroeconomics	4	ECN60104

Year 2

No	Module Code	Module Title	Credit Hours	Prerequisites
1	LAW60104	Business Law	4	-
2	MKT60204	Consumer Behavior	4	MKT60104
3	BUS60104	Introduction to International Business	4	-
4	MGT60304	Export Practices and Management	4	BUS60104
5	MKT60604	Integrated Marketing Communications	4	MKT60104, MKT60204
6	RES60104	Research Methods	4	-
7	FIN61104	International Finance	4	-
8		Elective I	4	-

Year 3

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MGT60604	Transnational Management	4	BUS60104
2	MKT60404	Services Marketing	4	MKT60104
3	BUS60204	Business Ethics and Values	4	-
4	MGT60504	Strategic Management	4	MGT60104
5	BUS60404	International Business Issues and Policies	4	BUS60104
6		Elective II	4	-
7		Elective III	4	-
8		Elective IV	4	-

Electives for the Programme:**Year 2 Electives**

No	Module Code	Module Title	Credit Hours	Prerequisites
1	ADV60604	Brand Management	4	MKT60104
2	ECN60404	International Trade and Multinational Business	4	-
3	MKT60904	Retail Marketing	4	MKT60104
4	ACC60404	Management Accounting	4	ACC60104
5	COM60604	Intercultural Communication	4	-
6	MGT60204	Production and Operation Management	4	-
7	CSC60404	Management Information System	4	-
8	MKT62204	Marketing Management	4	MKT60104

Year 3 Electives

No	Module Code	Module Title	Credit Hours	Prerequisites
1	BUS60304	Entrepreneurship and Small Business	4	-
2	OBM60204	Organisational Studies	4	OBM60104
3	HRM60804	International HRM	4	-
4	MKT60704	International Marketing	4	MKT60104
5	ECN60704	International Economic Theory and Policy	4	-
6	OBM60304	Cross Cultural Management	4	BUS60104
7	MKT60804	Market Analysis and Decision Making	4	MKT60104 ; MKT60204
8	MKT61304	Contemporary Issues in Marketing	4	-
9	MKT61404	Interactive and Digital Marketing	4	-

MODULE SYNOPSIS

Module Title	Module Synopsis
Introduction to Accounting	This module is both an introduction to the technical aspects of financial accounting and also to the financial community. As a member of the financial community you will be expected to be up-to-date on current business and financial events.
Introduction to Management	This module is designed to provide the candidate with the basic concepts and principles of management in organisations. It focuses on the context of managerial activity and covers the four major functions of management i.e. planning, organising, leading and controlling and places them in a historical, political and economic context.
Business Communication	Business Communication equips students with the necessary written and spoken skills for effective business communication. Students are exposed to various business correspondences and taught practical strategies to write convincing messages. Students are also taught to strategize, and to use appropriate and ethical approaches in writing not only routine messages, but also persuasive and negative messages. Listening and speaking skills are also focused on to ensure effective interpersonal communication This module also emphasises the need for business communication to be seen in a global context where various considerations such as technological advances and ethical considerations play a vital role in ensuring that all business messages achieve their aims in a positive manner.
Microeconomics	In a continuously ever changing globalised business environment, businesses need to make quick, well informed and correct decisions in order to survive. This module is concerned about the principles of microeconomics as they apply to the business environment. The module outlines the various microeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the economic environment of business in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Quantitative Methods for Business	This module is designed to provide students with an appreciation of the application of analytical tools to business decision contexts. It also develops students' abilities to access and critically interpret statistics and business information. The module places strong emphasis on developing a clear theoretical understanding of various analytical tools. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge in any employment. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.
Introduction to Finance	This module introduces main concepts and methods associated with financial decision-making for individuals and enterprises: the concept of cash flow valuation, evaluation of financial performance, valuation of securities, risk and returns, capital budgeting, and an overview of international finance.
Principles of Marketing	This module introduces students to the key marketing concepts and strategies employed by marketers in facing the challenges in a dynamic business environment. It develops an understanding of the overall process of planning, implementation and control in the contemporary business environment. This module provides students with the needed

	conceptual skills to identify, analyse and solve marketing problems. This module also provides a foundation for those who intend to further study in the marketing field or other business related modules.
Organisational Behavior	This module is designed to provide the candidate with an introduction to psychological and behavioural approaches to the study of work and organisations. The module introduces some of the basic analytical tools and concepts from the fields of organisational behaviour and work psychology that encourage an understanding of the behaviour of individuals and groups in the workplace.
Macroeconomics	In an increasingly globalised world, countries and their governments need to be able to make quick, well informed and correct decisions in order to achieve their macroeconomic objectives. This module looks into the workings of a domestic economy and the policies that governments may implement to improve the business environment. The module outlines the various macroeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the national and global economy in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Business Law	This module provides the foundation for all law modules in the Bachelor of Business. It provides students with an overview of the Malaysian legal system and a basic coverage of the underlying legal principles governing business. The substantive laws covered in this module includes the Law of Contract, the Law of Torts, Sales of goods, the Law of agency, insurance, employment law and business organisations. Students will have the opportunity to develop skills in critically analysing legal problems and issues affecting business and applying the legal principles in solving these issues.
Consumer Behavior	The field of consumer behaviour attempts to explain and predict the ways in which consumers think and behave in given situations. Consumer Behaviour investigates the manner that people interact with products and their marketing environment. This can include the purchase of products, the consumption of services, or the disposal of goods. Understanding consumers enables marketers to more effectively meet the needs of buyers in the market, and be more successful in the market. This module focuses on studying the process of consumer decision making and the resulting implications for marketing strategy. Concepts and theories covered in this module are essential for consumer analysis and the development of effective marketing strategies. To understand consumer behaviour, it is important to understand some concepts and theories borrowed from fields such as psychology, sociology, economics, etc. In addition during this module students will explore many social, cultural and marketing factors that influence the selection and usage of products and services.
Introduction to International Business	The module is designed to provide students with an insight into International Business. It covers a practical framework for understanding the key issues, current relevant principles and concepts to be considered in doing business abroad. The goal of the module is to help students to understand the basic principles of international business and their impact on the world's economy. International Business introduces students to various issues and challenges associated with the formulation and implementation of strategies in business organisations whose operations stretch across national borders. Throughout the module, students will be systematically introduced to the complexities and challenges of leading and managing a "global" company. Further, the module will provide

	students with an opportunity to integrate business decisions with the ethical and social responsibility considerations inherent to playing on a global field.
Export Practices and Management	There are new opportunities & challenges arising in global marketing and exporting. In order for any organisation to take advantage of the opportunities present as well as to rise above the challenges faced, it has to be adaptable to changes. Opportunities are expanding as international trade continues to grow rapidly. The role of ecommerce is to enable even the smallest business to find potential customers and means of distribution across the globe. The challenges of it would be increased competition, disruptions of trade flows (military), natural disasters etc. This module focuses on the marketing decisions as well as the management processes involved in developing export and other types of international marketing operations. Among areas that will be touched upon would include the most important emerging markets (China & India) in the modern business world, the increased importance of cultural differences in all aspects of exporting, the management of the Supply Chain and logistics.
Integrated Marketing Communications	This course deals with advertising management from theoretical and practical perspectives. It will expose students to various managerial and strategic decisions relating to advertising management. Topics covered will be: the structure of the advertising industry, management of the relationship between agency and client, creative advertising strategy, media developments, budgeting, international advertising considerations, advertising research techniques and ethical issues in advertising and promotion.
Research Methods	This module examines research designs commonly used in business decision making. Topics include research design, implementation and finally interpretation of research as these are related to problems in an organisational setting. This module will also cover issues on access and research ethics. This module provides a guide to the research process and the needed knowledge and skills to undertake research as well as highlights some common research pitfalls. At the end of this module, students will learn a range of research approaches, strategies and methods in handling their research projects. Skill development in statistical applications software is also one of the objectives of this module. Students are required to submit a research proposal as part of the module requirements.
International Finance	This module introduces main concepts and methods associated with international financial decision-making for multinational business: the concept of multinational financial management, FOREX, risk analysis and tools, financing foreign trade, international portfolio investment and corporate strategy.
Transnational Management	This module focuses on management's challenge associated with developing strategies, designing organisations and managing operations of companies whose activities stretch across national boundaries. Operating in an international arena will provide various opportunities for the company. This is because having worldwide operations not only gives a company access to new markets and specialized resources but it also opens up new sources of information as well as knowledge and broadens the options of strategic moves the company might make in competing with its domestic and international rivals. Like any other opportunities provided by cross-border management, companies will still have to face the challenges of managing strategy, organisation and operations that are innately complex diverse and uncertain. In this module a conceptual baseline would provide for a more detailed

	discussion of the various issues faced in the cases presented. Some typical attitudes and mentalities would normally shape the actions of managers in MNCs (Multinational companies) and suggest how these attitudes and mentalities evolve as their off-shore operations progress from the state of initial investments to a fully integrated worldwide network of affiliates.
Services Marketing	This module introduces several unique characteristics of services that require a distinctive approach to marketing strategy – both in its development and execution. Students will be exposed to organisational effort in improving service quality, increasing and maintaining customer satisfaction levels, generating customer loyalty, managing the service demand and creating a healthy service culture within the firm. The 7 Ps of the ‘Services Marketing Mix’ (the traditional 4 Ps plus people, processes, and physical evidence) will be elaborated in examining successful internal marketing in addition to the more traditional customer-focused external marketing.
Business Ethics and Values	This module provides an understanding of the ethical issues and dilemmas affecting managers in organisations and developing an appreciation for, professional responsibility and integrity. It aims to raise awareness of the practical issues facing people in business, introduce a framework or guidelines for analysis and decision making, and enhance students’ ability in reasoning towards resolving the dilemmas based on ethical principles. The discussions of ethical issues are used as an avenue for further improvement in analytical and communication skills.
Strategic Management	This module is designed to provide the candidate with a comprehensive understanding on how organisations are managed strategically with the emphasis of putting theory into practice. The major areas in strategic management that includes strategy formulation, implementation and evaluation are taught together with appropriate case analysis.
International Business Issues and Policies	<p>“International Business Issues and Policies” is the capstone module for the International Business major. In this module, we will examine both the principles associated with the formation and implementation of business strategy, as well as the latest research about business strategy, which challenges traditional ways of thinking. Those ideas will be applied via case studies and simulations.</p> <p>Globalisation means that almost every company is affected by competition from foreign enterprises. Many firms are seeking opportunities to enter new foreign markets and expand the ones that they have already penetrated. Managing in a globalised environment requires knowledge of the regulatory and policy systems of international trade. This module provides this essential knowledge explaining both the theoretical and practical dimensions. The broad aim is to provide insight into current issues that play a dramatic role in the business landscape and to understand the current challenges facing businesses as constituents in the broader societal context. In addition, students will be familiar with the strategic and management issues currently faced by various organisations through a consideration of the structure and challenges of the industry at the global, national and provincial levels.</p>
Brand Management	One of the pertinent responsibilities of the marketing manager is the effective management of the company’s existing brands in the marketplace, and ensuring the successful introduction of new brands. This module will concentrate on central issues in brand management – defining brand equity and brand values, developing a branding policy for products and services, and understanding the diffusion of innovation as an effective market oriented strategy.

International Trade and Multinational Business	In an ever progressing and changing business environment; trade, finance and investment play a crucial and significant role in the world economy. This module concentrates on the introduction of the key theories explaining international trade, finance and investment. Framework of this module will give importance to expose learners with to the fundamental concepts of international trade, finance and investment and tools that are essential for them to understand and analyse the operation of international currency markets and the different types of exchange rate regimes. It complements other Level Two Economics/Finance modules and provides a basis for Level Three Economics/Finance modules.
Retail Marketing	This course provides the students with a comprehensive view of retailing and the application of marketing concepts in a practical retail managerial environment. Through the analysis of the retail marketing mix, the course focuses on the retail marketing environment; consumer behaviour in retail; the selling environment ; retail segmentation , targeting and positioning; retail location ; merchandise selection; retail pricing, promotion, advertising , branding and electronic retailing.
Management Accounting	This module is an introduction to the basic techniques of management accounting and its role in the manufacturing and service business environments. Management accounting techniques are applied in all organisations. Students learn that with the current competitive business environment, good application of costing system would help organisations to compete.
Intercultural Communication	This course introduces students to the role of cultural patterns and cultural profiles of nations in different parts of the world. At the end of the course, students will be able to increase their understanding of the relationship between culture and communication from various cultural backgrounds. They will also be able to identify and analyze the role of cultural patterns and obstacles to competent intercultural collaboration in the development of intercultural group working relationships, thus making business deals easier by avoiding costly misunderstandings.
Production and Operation Management	This subject details the management perspective on the production and operations function in a business. It provides a strong review of the important concepts which underpins the POM task, and sets the relevant issues and techniques within the broader context of the management and control of the whole business. Contemporary topics on global competition, quality management, customer service and JIT, their influences are discussed.
Management Information System	This subject provides an introduction to management information systems (MIS) that business students will find vital to their professional success. It is neither solely a technology course, nor a business course, but necessarily a combination of both. In essence, it aims to equip students with fundamental knowledge that allow them to critically understand and assess future technological movements, problems and concepts that they will face in their professional careers.
Marketing Management	This course provides the students with a comprehensive view of marketing management and the application of marketing concepts in a practical marketing environment. Through the analysis of the marketing mix, the course focuses on marketing strategies development; understanding marketing insights; customers; brand building; communicating and delivering value to create long-term growth.
Entrepreneurship and Small Business	This course is for students who wish to learn the principles and processes of small business and entrepreneurship. It is designed for individuals interested in starting a new business venture, acquiring an

	existing business, or working in industries that serve entrepreneurs. The course provides an overview of the many principles and processes of entrepreneurship and small business management.
Organisational Studies	This module is designed to provide the candidate with the capacity to analyse an organisation from a multiple perspective framework that involves 'reading' the organisations and interpreting organisational situations from these different perspectives so as to understand better how the organisation functions.
International HRM	Human resource management issues play a significant role in strategy and decision making- whether a company is considering its international presence, transitioning to a global entity or acquiring new business lines. Students will examine the critical role that HRM plays in the competitive and collaborative world of international business. The module topics include strategic HRM in multinational companies, international staffing, managing expatriate, international compensation, careers and repatriation, issues in the management of industrial relations in international firms, contemporary and emerging issues in international human resource management.
International Marketing	This module is designed to introduce students to advanced marketing concepts and practices in a global business environment. A comprehensive overview of the dynamics and trends in international marketing include market analysis, strategic planning, market selection and entry strategies, product positioning, integrated marketing communications, distribution, and pricing. Special emphasis will be placed on the development and delivery of international marketing plan where students have the opportunity working with a Malaysian firm. The module addresses the skills necessary for evaluating, developing, and delivering marketing programmes for a global and multicultural audience.
International Economic Theory and Policy	This subject examines the various analytical techniques used in capital budgeting decisions and the capital structure decisions. Capital structure, estimation of cost of capital and the dividend decisions are examined from an empirical and theoretical viewpoint. Other topics include the dividend decisions and the relationship between financing decisions and the cost of capital.
Cross Cultural Management	This module examines organisational and individual behaviours, structures and management practices in multinationals and in business situations involving cross cultural interactions. This will be helpful to anyone as it equips one with both analytical and practical skills to help in the management of multinational firms. The focus is on the management of cultural differences. This challenge is not unique to multinationals as many domestic firms also face multicultural environments (e.g., ethnically diverse employees and/or customers). A variety of theories that relate culture to behaviour in general and management in particular. An analytical framework that facilitates adaptation of managerial practices and organisational structures to cultural differences. A focus on the practical application of the framework to shaping individual and organisational behaviours. There will be special attention paid to the following areas: organisational design, negotiation processes, and communications. It is hoped that through simulations and exercises students will develop their skills of communicating and managing in diverse cultural environments and in cross cultural situations.
Market Analysis and Decision Making	Models of marketing phenomena are used to provide information that may be applied in decision-making and in determining the likely consequences of marketing actions. This module introduces the conceptual and practical issues in developing models to aid in decision making in marketing. It considers a wide range of problems, with students

	developing practical skills in model building in applied computer sessions.
Contemporary Issues in Marketing	Modern marketing is a complex managerial process which is driven by micro and macro forces. In a market driven organization involving domestic and international markets, customers are the nucleus and central of managerial efforts such as planning, implementing and control. One of the important responsibilities of the marketing manager is the effective management of the company's existing brands portfolio in the global marketplace, and ensuring the successful management of the company's value proposition to the customers in a global perspective. The module aims to provide students with an in-depth understanding of contemporary issues in marketing practices and encourages critical thinking about marketing theories and best practices. Particular attention will be given to the changing global business environment and its challenges for global firms. It critically reviews contemporary issues in marketing and provides insights into the development of competitive strategies and global marketing management within the context of consumer goods, industrial goods and services.
Interactive and Digital Marketing	With the internet technology, consumers are able to expose to wider choice of products to satisfy their needs and wants. This technology also enable consumer to search and even compare products from different supplier. Thus the internet has transformed the way an organization market their products. This module will expose students to various internet marketing fundamentals concept. it also provide student in formulating an internet marketing strategy as well as implementing it

FACULTY OF HOSPITALITY, FOOD & LEISURE MANAGEMENT

- Please use this form as the Module Registration Form.
- This is applicable to:
 1. Bachelor of International Hospitality Management (Hons)
 2. Bachelor of International Tourism Management (Hons) (Events Management)
 3. Bachelor of International Tourism Management (Hons) (Travel & Recreation Management)
 4. Bachelor Of Culinary Arts & Foodservice Management (Hons)

IMPORTANT NOTE:

1. Applicants must register for a semester exchange in a Bachelor Degree similar to their current one.
2. Modules offered are suitable for students having completed at least three semesters of their bachelor degree.
3. Applicants should select between 5 and 7 modules. The total number of credit must be above 16 credits and below 20 Credits (1 Cr= 1.5 ECTS).
4. The "Recommended Modules" shows the block of modules offered for semester-exchange students.
5. Applicants can replace one or two modules from the recommended block modules list below. However, it is subject to availability at the beginning of the semester.

**BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS)
(TRAVEL & RECREATION MANAGEMENT)
MODULE REGISTRATION**

Recommended Modules block for BR (take at least 3)

Module Code	Module Title	Total SLT	Credits	Tick
MGT60202	Revenue Management	80	2.0	
HRM60104	Human Resource Management	160	4.0	
RES60104	Research Methodology	160	4.0	
FRE60102	French 1 -Basic	80	2.0	
REC60803	Spa Management	120	3.0	

Alternate Modules (take between 0 and 2)

Module Code	Module Title	Total SLT	Credits	Tick
TOU60703	Socio-anthropology of Tourism	120	3.0	
TOU60903	Contemporary Issues in Tourism and Events	120	3.0	
TOU60502	Sustainable Tourism Development	80	2.0	

Applicant Name and Signature	Date:
Approval from Home Institution	Date:
FOR OFFICE USE ONLY	
Verified By	Date:
(GLOBAL MOBILITY OFFICE)	
Approved By	Date:
Faculty of Hospitality, Food & Leisure Management	

***Final module offered is subject to availability**

MODULE SYNOPSIS

Module Title	Module Synopsis
Revenue Management	This module deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of market and performance analysis to allow students to assess the situation and to develop a suitable approach to better maximize its revenue.
Human Resource Management	The module covers each of the human resources management functions, ranging from the recruitment of staff to elements such as training, staff motivation, human resources planning. This enables students to master the skills and ability to work with people by understanding the influence of management theories on staffs' behavior.
Research Methodology	This course will introduce students to the use of research in hospitality and tourism studies. It exposes students to formulation of hypothesis, design of sampling methods, and formulation of research questions. Students will also learn to organize their research to communicate better to readers.
French 1 -Basic	This course is designed to give a basic foundation in French. Students develop appropriate learning tools enabling them to expand both vocabulary and syntax. This knowledge is articulated into know how using reading, writing, speaking and listening skills. Hence, this dimension combines behavioural communication and meta-cognitive approach to the language. Language acts are reproduced with an emphasis on hospitality environment. Lastly civilization elements are introduced throughout the subject.
Spa Management	This module equips students with the fundamental knowledge of spa management in terms of understanding different socio-anthropological, geographical, legal, economical, environmental, organisational, technical as well as managerial aspect of a spa. This subject exposes students to the theoretical and practical applications of spa management. This subject enables students to understand the environment of spa as a recreational activity and manage a spa business.
Socio-anthropology of Tourism	This course introduces students to the tourism phenomenon from the anthropological and sociological perspectives. Students will familiarise with the research methodologies proper to social sciences and be able to apply these to the tourism phenomenon. This subject also exposes students to different cultural contexts that will widen their knowledge and enable them to manage tourism businesses effectively by understanding the importance of social and cultural impacts in tourism.
Contemporary Issues in Tourism and Events	The subject will allow the students to conceptualize issues and their effects. The subject will also enable them to mobilise the appropriate methods to measure and assess their effects on tourism industry. Students will be equipped to evaluate the different trend, issues and crisis and to plan crisis management.
Sustainable Tourism Development	This module equips students with concepts of sustainable tourism development in a global environment. Furthermore, this subject will introduce students to various methodologies to assess the application of the concept of sustainable tourism development in a tourism business as well as it emphasizes on responsible management of tourism business in general.

**BACHELOR OF INTERNATIONAL HOSPITALITY MANAGEMENT (HONS)
MODULE REGISTRATION**

Recommended Modules block for BH (take at least 5)

Module Code	Module Title	Total SLT	Credits	Tick
HRM60104	Human Resource Management	160	4.0	
HOS60603	MICE Management	120	3.0	
MGT60202	Revenue Management	80	2.0	
FRE60202	French 2 -Intermediate	80	2.0	
MGT60103	Service Quality Management	120	3.0	
MGT60102	Intercultural Management	80	2.0	

Alternate Modules (take between 0 and 2)

Module Code	Module Title	Total SLT	Credits	tick
HOS60602	Hospitality Simulation	80	2.0	
FRE60102	French 1 -Basic	80	2.0	
MKT60604	Integrated Marketing Communication	160	4.0	
BAR60103	Oenology	120	3.0	

Applicant Name and Signature	Date:
Approval from Home Institution	Date:
FOR OFFICE USE ONLY	
Verified By	Date:
(GLOBAL MOBILITY OFFICE)	
Approved By	Date:
Faculty of Hospitality, Food & Leisure Management	

***Final module offered is subject to availability**

MODULE SYNOPSIS

Module Title	Module Synopsis
Human Resource Management	This module helps students develop an understanding of the fundamentals of human resource management. It explores the central, strategic role that human resource plays in making organisations more competitive. Students will be exposed to the human resource concepts, functions and practices including recruitment and selection, training and development, compensation and benefits, performance management, employee rights, health and safety, industrial relations and trade unions.
MICE Management	This course provides an introduction to the concepts, methods and practices in the MICE industry. It includes a review of the components involved in an event regardless of its size, duration and type. This course prepares students towards professional understanding of conferences in local and international perspective. Students are able to describe accurately the components found in designing meetings and conferences and plan for a conference event.
Revenue Management	<p>The discipline of revenue management combines data and operations research with strategy and understanding of today's customer. The study of revenue management must be analytical and detail orientated, yet capable of thinking strategically and managing the relationship with sales.</p> <p>This subject deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of market and performance analysis to allow students to assess the situation and to develop a suitable approach to better maximize an organisation's revenue.</p>
French 2 -Intermediate	Reinforces basic French skills. Introduces and develop intermediate French skills. Emphasis is given to build the students' language ability in reading and writing (use of authentic documents) and in speaking and listening. Interactive activities are crucial for the success of the learning.
Service Quality Management	<p>The module will focus on the different concepts and dimensions of service quality management. The subject would comprise of the factors that impact service quality in tourism and hospitality management related businesses, the role of service providers and the method of service measuring quality.</p> <p>This subject would present an integrated view embracing both theory and practice. It covers the fundamentals theory, which is applied in the practical situation in hospitality environment, which includes the application of PDCA cycle, fish bone diagram, pareto chart, cause and effect diagram, quality control chart and re-engineering process.</p> <p>The class will cover the understanding of service quality management in tourism, hospitality and catering operational activities. By way of understanding these operational activities, students will understand the standard operating procedures and process of hospitality management and tourism management which involve hospitality industries structural division which involve customer behavior and customer satisfaction.</p>

Intercultural Management	The course examines the complex challenges that culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communication styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution.
Hospitality Simulation	This subject comprises of a short term project, team management, and synthesis of the knowledge gained throughout the program. This module assess the students on various departments such as HR, operations, marketing, finance, and skills namely team building, decision making, problem-solving and communication; all within the context of simulated situation in hospitality industry using simulation software.
French 1 -Basic	This course is designed to give a basic foundation of the French language. Emphasis is given to build their language ability in reading, writing, speaking and listening skills. The basic French component is introduced specifically to help these students who need an integrated introduction to the language. A holistic approach is taken in giving students the basic linguistic ability to satisfy basic communication needs in everyday situations and within the hotel, culinary and tourism industry.
Integrated Marketing Communication	This course deals with marketing communication management from theoretical and practical perspectives. It will expose students to various managerial and strategic decisions relating to advertising, public relations, sales promotions and direct and digital marketing communication. Topics covered will be: the structure of the marketing communication industry, management of the relationship between agency and client, creative communication strategy, media developments, budgeting, international advertising considerations, marketing communication research techniques and ethical issues in marketing communication.
Oenology	Oenology is the science and study of all aspects of wine and winemaking from the grape harvest to bottle. This subject covers topics as varied as wine producing regions, wine tasting, wine and food pairing and wine marketing. Thus, this module will offer a complete overview of the fine wines of the world and fully prepare those entering the foodservice or wine industry to purchase wines and to recommend them to customers with various types of food.

**BACHELOR OF CULINARY ARTS & FOODSERVICE MANAGEMENT (HONS)
MODULE REGISTRATION**

Recommended Modules block for BC (take at least 5)

Module Code	Module Title	Total SLT	Credits	Tick
CUL60303	Foodservice Project Planning & Engineering	120	3.0	
ECN60103	Tourism Economics	120	3.0	
FIN60103	Financial Management	120	3.0	
FRE60202	French 2 -Intermediate	80	2.0	
CUL60202	Food Supply Chain Management	80	2.0	
CUL60402	Nutritional and Sensorial Analysis	80	2.0	
COM60202	Professional Food Writing	80	2.0	

Alternate Modules (take between 0 and 2)

Module Code	Module Title	Total SLT	Credits	tick
RES60102	Research Methodology	80	2.0	
FRE60102	French 1 -Basic	80	2.0	
CUL60302	Sociology of Food and Eating Habits	80	2.0	

Applicant Name and Signature	Date:
Approval from Home Institution	Date:
FOR OFFICE USE ONLY	
Verified By	Date:
(GLOBAL MOBILITY OFFICE)	
Approved By	Date:
Faculty of Hospitality, Food & Leisure Management	

****Final module offered is subject to availability***

MODULE SYNOPSIS

Module Title	Module Synopsis
Foodservice Project Planning & Engineering	This course will provide an introduction to the key issues involved in the design and management of foodservice facilities, illustrated with examples drawn from the industry itself. It presents the basics of foodservice, criteria, methods employed in the design of foodservice facilities.
Tourism Economics	The module focuses on the economic principles, the applications in hospitality and tourism industry, the functions of each player, the impacts of their decision, and the means used by governments to develop tourism policies.
Financial Management	This class will teach students on the important concepts and practices of financial management. A brief introduction on financial management and reasons being why businesses need to understand the whole concept and ideas of a good management in finance. Topics such as financial analysis need to be done to evaluate and interpret financial statements. The exposure of important and cash flow statement and capital budgeting analysis is to provide the understanding how the finance help and able to prepare the analysis and make business decision. In addition, the students are exposed to the type of financing available in market.
French 2 -Intermediate	Introduces and reinforces French 1. Emphasis is given to build students' language ability in reading and listening (use of authentic material). As in speaking and writing, students are able to come with a situational or descriptive production. Personal expression and group creativity are important elements to the success of the learning process.
Food Supply Chain Management	This module gives an overview of supply chain management and its implications, particularly on what the foodservice company can do to maintain its competitiveness in the rapid changing business environment. Topics include designing a supply chain network, planning demand and supply in a supply chain, planning and managing inventories in a supply chain, sourcing, transporting and pricing product.
Nutritional and Sensorial Analysis	Students will be taught the basic functioning of human senses and how to carry out a professional sensorial analysis, in order to aid in decision making.
Professional Food Writing	In this module, students write a variety of pieces for professional food and beverage publications and general interest magazines. They also develop research skills with an emphasis on examining trends in the foodservice and hospitality industry as well as analyzing publications for reader profile, voice, content, structure, and style. In addition, students will create a portfolio of their work, including feature and news articles, personality profiles, book and restaurant reviews, recipes, and food narratives.

**BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS) (EVENTS MANAGEMENT)
MODULE REGISTRATION (MARCH 2019)**

Recommended Modules block for BE (take at least 4)

Module Code	Module Title	Total SLT	Credits	Tick
MGT60202	Revenue Management	80	2.0	
HRM60104	Human Resource Management	160	4.0	
**PRJ60904	Live Event Project	160	4.0	
EVT60603	Special Events & Festivals	120	3.0	
FRE60102	French 1 –Basic	80	2.0	

Alternate Modules (take between 0 and 2)

Module Code	Module Title	Total SLT	Credits	Tick
TOU60903	Contemporary Issues in Tourism and Events	120	3.0	
FRE60202	French 2	80	2.0	
TOU60703	Socio-Anthropology of Tourism	80	2.0	
MGT60103	Service Quality Management	120	3.0	
EVT60104	Exhibition Management	160	4.0	

Applicant Name and Signature	Date:
Approval from Home Institution	Date:
FOR OFFICE USE ONLY	
Verified By	Date:
(GLOBAL MOBILITY OFFICE)	
Approved By	Date:
Faculty of Hospitality, Food & Leisure Management	

***Final module offered is subject to availability.**

****Live Event Project Module is a final year project that requires prior event management knowledge.**

MODULE SYNOPSIS

Module Title	Module Synopsis
Revenue Management	<p>The discipline of revenue management combines data and operations research with strategy and understanding of today's customer. The study of revenue management must be analytical and detail orientated, yet capable of thinking strategically and managing the relationship with sales.</p> <p>This subject deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of market and performance analysis to allow students to assess the situation and to develop a suitable approach to better maximize an organisation's revenue.</p>
Human Resource Management	<p>This module helps students develop an understanding of the fundamentals of human resource management. It explores the central, strategic role that human resource plays in making organisations more competitive. Students will be exposed to the human resource concepts, functions and practices including recruitment and selection, training and development, compensation and benefits, performance management, employee rights, health and safety, industrial relations and trade unions.</p>
Live Event Project	<p>This module offers the students a practical dimension to theories learnt in class. It also allows students to sharpen their thinking in events management and also expose students to the challenges associated with managing and executing a live event. The module also emphasizes on the different communication channels used to promote an event and on the branding of the event. This event stands as a showcase of the students' abilities in events management and in contributing to building their professional portfolio.</p>
Special Events & Festivals	<p>This module will provide students the necessary knowledge of understanding the complexity of creating and promoting special events and festivals and will allow students to distinguish a set of criteria for special events and to analyze the specific of a host environment.</p>
French 1 - Basic	<p>This course is designed to give a basic foundation of the French language. Emphasis is given to build their language ability in reading, writing, speaking and listening skills. The basic French component is introduced specifically to help these students who need an integrated introduction to the language. A holistic approach is taken in giving students the basic linguistic ability to satisfy basic communication needs in everyday situations and within the hotel, culinary and tourism industry.</p>
Contemporary Issues in Tourism and Events	<p>The module will allow the students to conceptualize issues and their effects. The subject will also enable them to mobilize the appropriate methods to measure and assess their effects on tourism industry. Students will be equipped to evaluate the different trend, issues and crisis and to plan.</p>
French 2 -Intermediate	<p>Reinforces basic French skills. Introduces and develop intermediate French skills. Emphasis is given to build the students' language ability in reading and writing (use of authentic documents) and in speaking and listening. Interactive activities are crucial for the success of the learning.</p>

Socio-Anthropology of Tourism	<p>This module introduces students to the tourism phenomenon from an anthropological and sociological perspective. Students will be taught the various sociological and anthropological stances concerning tourist behavior. Moreover, various research methodologies will be examined and discussed in order to have an in-depth understanding of tourist behavior. This module also exposes students to the idea that different cultural contexts influence people's behavior on holiday, which is a crucial concept for students to understand how to manage effectively culturally diverse tourism businesses.</p>
Service Quality Management	<p>The module will focus on the different concepts and dimensions of service quality management. The subject would comprise of the factors that impact service quality in tourism and hospitality management related businesses, the role of service providers and the method of service measuring quality.</p> <p>This subject would present an integrated view embracing both theory and practice. It covers the fundamentals theory, which is applied in the practical situation in hospitality environment, which includes the application of PDCA cycle, fish bone diagram, pareto chart, cause and effect diagram, quality control chart and re-engineering process.</p> <p>The class will cover the understanding of service quality management in tourism, hospitality and catering operational activities. By way of understanding these operational activities, students will understand the standard operating procedures and process of hospitality management and tourism management, which involve hospitality industries structural division which involve customer behavior and customer satisfaction.</p>
Exhibition Management	<p>This module prepares students towards professional analysis in exhibition management from a local and international perspective. Students are able to create suitable designs in line with the clients' requirement and needs.</p>