



LINCOLN
UNIVERSITY COLLEGE
DKU016 (B)



ISO 9001:2015 Certified

BACHELOR OF SCIENCE (HONOURS) IN HOSPITALITY MANAGEMENT

The program is offered Open and Distance Learning Mode (ODL)
(N-DL/811/6/0367) (07/24) (MQA/PA 10725)



PROGRAMME DESCRIPTION

The Bachelor of Science (Honours) in Hospitality Management program offers knowledge and competencies, to students, who have chosen a career in this service industry. Students may select either hotel or tourism specialization. The experiential learning, project-based approach and practical training will provide students with the necessary competencies to function effectively as leaders in the industry.



PROGRAMME AIM

The Bachelor of Science in Hospitality management programme provides students with a thorough understanding of the hospitality operations and management. Students are trained in decision-making and critical thinking through coursework, in-groups and as individuals.



PROGRAMME DURATION

Full Time Duration: 36 Months



CAREER OPPORTUNITIES

The graduates will continue their career development into middle and senior management positions in the following employment settings:

1. Hotels, Resorts, Inns;
2. Food & Beverage services; Restaurants, Dining Rooms, Pubs, Institutional Food services;
3. Management Consulting Companies
4. The employment opportunities are varied:
5. Supervisory/Management that require advanced planning and leadership skills.
6. Independent entrepreneurs, there are many business opportunities in the Hospitality sector, which the graduate might pursue.

Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my



INTAKE AND ENTRY REQUIREMENTS

Intake: 1. January, 2. May, 3. September

Entry Requirements:

- I. Passed Malaysian Higher School Certificate (STPM) or equivalent with a minimum grade (2.00) in 2 subjects; or
- II. Passed Sijil Tinggi Agama Malaysia (STPM) (Jayyid rank); or
- III. Passed Matriculation / Foundation / Foundation of any universities / colleges / institutions are allowed to offer the Foundation with a minimum CGPA of 2.00; or
- IV. Passed Unified Examination Certificate (UEC) with at least grade B in 5 subjects; or
- V. Passed Diploma (Level 4 MOH) in a related field with a minimum CGPA of 2.00; or
- VI. Graduated higher national diploma (HND) with at least a CGPA of 2.00; or
- VII. Other qualifications recognized as equivalent by the Government of Malaysia.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
1.	Fundamentals of Management
2.	Fundamentals of Marketing
Elective (Choose any one module from the following):	
3.	Islamic Civilization and Asian Civilization
4.	Malay Communication 3
5.	Introduction to Hospitality and Tourism Management
6.	Hospitality Accounting
7.	Writing for Specific Purposes
8.	Third Language 1
9.	Hotel and Resort Management
10.	Food and Beverage Management
Elective (Choose any one module from the following):	
11.	Ethnic Relations
12.	Malaysian Studies 3
13.	Kitchen Operation
14.	Speech and Communication
15.	Event Management
16.	Hospitality Human Resources Management
17.	Third Language 2
18.	Service Operation Management
19.	Hospitality Service Marketing
20.	Revenue Management
21.	ELECTIVE 1
22.	ELECTIVE 2
23.	Government and Public Policy Malaysia

24.	Hospitality Information System
25.	Restaurant Business Operation
26.	Purchasing and Cost Control
27.	ELECTIVE 3
28.	Leadership Skills and Human Relation
29.	Global Strategic Marketing
30.	Hotel Financial Accounting
31.	Hotel Operation
32.	Khidmat Masyarakat
33.	Organizational Behavior
34.	Restaurant Operation Analysis
35.	ELECTIVE 4
36.	Research Methodology
37.	Entrepreneurship
38.	Hospitality Training and Development
39.	Public Relation
40.	Restaurant Layout and Design
41.	ELECTIVE 5
42.	Industrial Training



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