



Bachelor in Hospitality Management (Honours) Bachelor of Tourism Management (Honours)

Program Handbook August 2025

Kuala Lumpur Campus

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The conditions outlined in this Program Handbook refers to the HELP University's own programs unless otherwise mentioned. All programs conducted by HELP University with its partners shall be subjected to the terms and conditions stated by the partners. In the absence of certain terms and conditions by the partners, HELP University's terms and conditions shall prevail.

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1.0 General Information

1.1 The University

HELP University was founded in 1986 to provide affordable quality educational opportunities for Malaysians. It has since developed into a leading institution of higher learning in Malaysia with an international reputation among universities, research organisations, scholars, business, corporate leaders, and governments. HELP University offers a wide and diverse range of programs covering business, law, management, economics, IT, the social sciences, and the humanities at undergraduate and graduate levels.

HELP University has over a period of 37 years established itself as a premier institution of higher learning in Malaysia with over 8,000 students and 570 staff. Its programs are especially strong in majors such as Psychology, Law, Accounting, Business, and IT. It also offers graduate programs from Master to Doctorate level.

HELP is an international university with a large foreign student population from various countries such as Maldives, India, Indonesia, China, South Korea, and Vietnam to name a few reflecting the prestige and recognition that HELP has gained in the international arena. The presence of these students contributes to a rich and fascinating cultural mix on campus and helps foster an open and global frame of mind for all students.

HELP is internationally recognised for its high and uncompromising standards which is evident from its partnerships with renowned universities in the world such as The University of Leeds, University of Liverpool, School of Oriental and African Studies, Cardiff University, and Derby University in the UK; top Australian universities such as the University of Queensland, University of Adelaide, University of Melbourne, University of Sydney, Australian National University and University of Western Australia; US universities such as the University of Maine, American University (Washington DC), and Université Francois Rabelais de Tours in France.

HELP has a distinguished and dedicated faculty. In addition to local faculty members, HELP retains numerous international scholars and academics, drawn from top universities from around the world who serve as lecturers, academic advisors, examiners or moderators, and who not only add an international flavour to the campus, but also disseminate cutting edge knowledge to the HELP community. This international cohort has grown over the years, forming a large and valuable network (both in human and geographic terms) which HELP is able to tap for the benefit of its students.

A unique achievement by HELP students is the large number of distinctions and awards that they receive every year, placing them among the best in the world. Students of HELP consistently attain outstanding results from, and win prestigious scholarships to, universities like Cambridge, Oxford, LSE, Stanford, Princeton, Harvard, Chicago, Queensland and HKUST.

Malaysia has gained a reputation in the Asia-Pacific region as a centre of educational excellence that offers students the opportunity to earn internationally recognised degrees and diplomas from sought after universities in Australia, Canada, UK and USA. Many international students from Europe, China, the Middle East, Indonesia, Korea, Africa, India and other countries choose Malaysia as an education destination for its high quality internationally-recognised programs, competitive tuition fees, relatively low cost of living and a conducive living and learning environment.

HELP University was the pioneer of twinning programs in Malaysia. It offered 3+0 or 4+0 degree programs in Malaysia for UK and US universities. The benefit of such arrangements is the significant cost savings without any compromise in the quality and recognition of the degrees attained. In addition, students also have the option to transfer to universities in Australia, New Zealand, the UK and US for one or two years to complete their degree studies.

HELP's strategic location in the affluent suburb of cosmopolitan Kuala Lumpur gives students access to the best sporting and recreational facilities, as well as exposure to, and networking opportunities with, top corporations.

The HELP Group has won numerous awards. It was recognised by Forbes Asia in 2011 as one of the top 200 Top Performing companies in Asia Pacific with capitalization below USD 1 billion. It also won the KPMG Shareholder Value Award in 2010 and was ranked 43 among 1,000 public listed companies on the Malaysian Stock Exchange. HELP was also included in the Malaysian Corporate Governance Index by MSWG, and won the Brand Laureate Award for Best Brand Award for Private Tertiary Education in 2012. In 2011, Group CEO, Datin Chan-Low Kam Yoke, was named Woman Entrepreneur of the Year by Ernst & Young.

Business Analytics and Technology Innovation Centre (BATIC)

To prepare for the future we are transforming to become the Analytics-Driven Entrepreneurial University. Our effort is recognised by MDEC which conferred us the Premier Digital Tech University Award. We also received the MDEC Recognition for Certificate Training in data science for students.

To support this transformation HELP invested RM25 million in the Business Analytics and Technology Innovation Centre (BATIC), which will be used to innovate and incubate techno-entrepreneurship.

1.2 Mission, Vision & Values

Mission

To help people succeed in life and to live a life of significance through education.

Vision

- a) To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvement, and the talent development of students and staff
- b) To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment
- c) To be a university with a strong research focus in key areas of excellence
- d) To be a university that shares our success with the stakeholders and the communities we serve

Corporate Values

The educational and corporate philosophy of HELP University is:

- a) Pride of Achievement
- b) Sharing Success
- c) The Courage to Be
- d) To be Compassionate
- e) To be Significant

1.3 Teaching Philosophy & Pedagogy

Teaching Philosophy

At HELP University, we focus on:

- a) The Skill of Conceptualisation
- b) The Science of Organisation
- c) The Art of Articulation
- d) The Practice of Application

Pedagogy

HELP's success lies in its unique educational philosophy and pedagogy. Firmly believing that education is an opportunity for an individual to realise his fullest potential in order to reach the pinnacle of his vocation and to lead a meaningful and fulfilling life, we utilise our faculty's impeccable academic credentials and vast experience in all levels and modes of education to design and deliver programs that live up to the highest standards.

Moreover, the quality of instruction and delivery is benchmarked against the highest standards and criteria, and is guaranteed by an elaborate system of quality assurance

imposed by examining boards, external examiners, peer evaluators and statutory regulations.

Our educational philosophy is holistic. On campus, there are sophisticated and unique programs and services offered by qualified and experienced counsellors and psychologists for pastoral care and personal development of students to enable them to undertake their rigorous studies in the best psychological and emotional frames of mind for maximum achievement.

1.4 Quality Assurance

Preserving the Best There Is

HELP's unique reputation as a university of achievers has ensured it a worldwide reputation. The high standards that it has painstakingly achieved are guaranteed, and where necessary, enhanced through a system of Quality Assurance by HELP's partner universities and statutory requirements. In addition, HELP was the first private institution of higher learning to obtain the ISO 9001:2000 under AJA. Currently, the certification body for HELP's ISO 9001:2015 is NQA. In addition, since June 2020, HELP has been certified to ISO 45001:2018.

Quality assurance in HELP is based on a system of internal and external peer scrutiny. The principles of quality assurance in HELP is based on a developmental approach and viewed as a shared responsibility executed in a centralised and decentralised manner. Whilst the Vice Chancellor and senior management staff play a major role in steering the University's quality assurance system, all members of the University community are entrusted to recognise and promulgate best quality practices.

Driving Quality through Unity in Diversity

Quality is everyone's job. It is the shared responsibility of every member of HELP University. The University has put in place a robust internal quality assurance mechanism to develop and nurture a quality culture. Quality enhancement requires programs to be regularly monitored, reviewed, and evaluated. These include the responsibility of the department and faculty to monitor, review, and evaluate the procedures and processes, curriculum components, student progress, student performance, completion of study, and graduate employability.

2.0 Faculty of Business, Economics and Accounting

2.1 Introduction to the Faculty of Business, Economics and Accounting

We are a comprehensive business school differentiated by the quality of our academic staff, the depth of our programs, recognition by world class universities, accreditation by professional bodies and close links with industry. We were formed in 1986 at the same time when HELP was started.

We offer the Diploma in Business, Bachelor in Accounting (Honours)¹, Bachelor in International Business (Honours)², Bachelor in Marketing (Honours)³, Bachelor of Business (Honours), Bachelor of Business Analytics (Honours), Bachelor of Business Psychology (Honours), Bachelor of Management (Honours), Bachelor of Economics (Honours), Bachelor in Hospitality Management (Honours)⁴ and Bachelor of Tourism Management (Honours) which provides students an opportunity to specialise in particular areas of business and economics. The program equips students with the necessary knowledge, skills and self-confidence to assist their organisations in effective and successful management in a constantly changing and highly competitive national and international business environment.

The curriculum is broad based in nature. The curriculum also emphasises active learning through problem-solving approach and using real-life case studies.

The Bachelor of Business (Honours) program is taken with a specialisation in one of these three areas: Entrepreneurship, Finance, and Human Resource Management.

We have always been recognised as a leading provider of quality business education. Our accounting program is the first accounting program offered by a University College in Malaysia to be accredited by CPA, Australia. Furthermore, our accounting program is granted maximum exemptions by prestigious accounting bodies such as, ACCA, ICAEW and MAICSA.

Our students are able to transfer their credits to many of the top universities in Australia, UK and New Zealand and this include the University of Queensland, Australian National University, and many others. Our business program is one of the two business programs in the world where students are able to transfer their credits into the final year of the University of Queensland Business/Commerce program

¹ Bachelor of Business (Accounting)(Honours)- entry prior to May 2024

² Bachelor of Business (International Business)(Honours)- entry prior to May 2024

³ Bachelor of Business (Marketing)(Honours)- entry prior to May 2024

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

Mission

Our mission is to achieve national and international recognition as one of the best business schools in Asia. Our goals are to:

- Be recognised for teaching excellence
- Use research to lead and provide excellence in teaching
- Be the preferred business school in Malaysia and Asia
- Attract outstanding national and international students

Passion

All of our activities are underpinned by a shared passion for:

- Excellence
- Innovation
- Industry-relevance
- International focus
- Ethical conduct

Teaching

We aim to provide students with excellent learning experiences and career outcomes.

Our teaching is industry-relevant, globally-focussed and informed by the latest research. Our teaching staff are amongst the best in Malaysia. Many of our teaching staff have also been involved in various consultancy projects for national and international firms.

Our research expertise and consulting experience combined with innovative teaching practices continues to enhance students' learning experiences and contributes to superior career outcomes.

Programs Offered

Approved & Accredited Programs

- HELP Diploma in Business
- HELP Bachelor in Accounting (Honours)¹
- HELP Bachelor of Business (Finance) Honours
- HELP Bachelor in International Business (Honours)²
- HELP Bachelor in Marketing (Honours)³
- HELP Bachelor of Business (Human Resource Management) Honours
- HELP Bachelor of Business (Entrepreneurship) Honours
- HELP Bachelor of Management (Honours)
- HELP Bachelor of Economics (Honours)
- HELP Bachelor of Business Psychology (Honours)
- Bachelor in Hospitality Management(Honours)⁴
- HELP Bachelor of Tourism Management (Honours)
- HELP Bachelor of Business Analytics (Honours)

¹ Bachelor of Business (Accounting)(Honours)- entry prior to May 2024

² Bachelor of Business (International Business)(Honours)- entry prior to May 2024

³ Bachelor of Business (Marketing)(Honours)- entry prior to May 2024

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

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2.3.1 Bachelor of Tourism Management (Honours)

2.3.1.1 Objectives

The objectives of the program are:

- a clear understanding of extensive knowledge of basic principles and concept of tourism management and the employment opportunities that exist within the sector;
- detailed academic and applied knowledge of the sustainable tourism management practises, tourism's environmental, social, cultural and political impacts and the role it plays in economic development;
- critical thinking skills that can evaluate that knowledge and apply it in complex situations which may be characterised by contested and contradictory information;
- relevant transferable and practical skills so that you can manage your own learning and are confident in applying these skills in your chosen area of international tourism; and
- in essence, the knowledge and skills to secure employment in international tourism organisations in the private, public or non-profit sector, or proceed to further study within the academic community.

Program Educational Objectives (PEOs)

PEO1 Demonstrate competency in their professional career exhibiting social skills and responsibilities, communication, leadership and team skills to support their roles in management and development of tourism industry.

PEO2 Contribute to the continuous planning and development of local, regional and global tourism industry.

PEO3 Engage in continuous professional development through advanced degree, research, consultancy and /or professional studies in the field of tourism management.

Program Learning Outcomes (PLOs)

PLO 1 Apply advanced and comprehensive, theoretical and technical knowledge and demonstrate relevant skills in the production and management of tourism experience

PLO 2 Demonstrate cognitive intelligence in the application of knowledge by applying critical, analytical and evaluation skill in the field of tourism management Seek and analyse information for decision making.

PLO 3 Manage a range of essential tour operating skills and procedures in planning, leading, organizing and controlling resources for effective and efficient tourism operations

PLO 4 Work together and connect with different people and culture with right social skills/etiquette in a diverse learning and working communities.

PLO 5 Employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication within relevant stakeholders

PLO 6 Use a broad range of ICT tools and applications for the production and management of tourism experiences

PLO 7 Use & practice of quantitative skills in numerical and statistical data being used in hospitality industry.

PLO 8 Work autonomously, and demonstrate leadership and professionalism in managing responsibilities within tourism industry.

PLO 9 Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others through continuous personal development

PLO 10 Exhibit entrepreneurial skills and knowledge for lifelong learning and professional pathways

PLO 11 Demonstrate commitment to ethical practices through the application of sustainability principles in the development of tourism industry

2.3.1.2 Duration

- 3 years

2.3.1.3 Program Structure

- a) The Bachelor of Tourism Management (Honours) is a 33-course program including a graduation project.
- b) There are 3 intakes in a year, January, May and August.
- c) There are TWO full semesters (January & August) plus One half semester (May) in an academic year.
- d) A student may enroll for a maximum of 4 courses in a full semester and only 2 courses in a half semester.

2.3.2 Bachelor in Hospitality Management (Honours)⁴

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

2.3.2.1 Objectives

Our curriculum covers studies and practical experience of travel, tourism, hospitality, the culinary Arts, recreational tourism, as well as entertainment and event management. Most importantly, after their studies which are tailored specifically to contemporary needs, our students are able to find jobs in the leading companies and associations of travel, tourism and hospitality industry. Usually, our graduates start with the operational position, but owing to the quality of training at HELP, they are able to advance quickly to managerial positions for a successful career.

Program Educational Objectives (PEOs)

PEO1 To develop the ability to understand the key concepts of the hospitality management and the importance of procedural knowledge to apply in real situation in order to build the right competencies to support executional excellence in the hospitality business

PEO 2 To understand the central theories of management, marketing, technology and economics and apply those theories within the context of hospitality management.

PEO3 To understand the specific social and linguistic skills needed when serving clients with multicultural and multi-lingual backgrounds.

PEO4 Demonstrate a skill that is central to implement in the hospitality industry in a professional practice and manner.

PEO5 Engage in life-long learning and professional development with regards to hospitality business

Program Learning Outcomes (PLOs)

PLO 1	<i>Describe an advanced and comprehensive with theoretical and technical knowledge of hospitality industry and able to demonstrate relevant skills in order to practice how managers plan, manage and control the day-to-day operations in an organisation.</i>
PLO 2	<i>Demonstrate the intellectual independence in the application of knowledge in hospitality area by applying critical, analytical and evaluation skills. They will think independently and apply theories to manage and resolve complex applications which requiring professional skills.</i>
PLO 3	<i>Apply a range of method and procedures to solve a broad range of complex problems and use a hands on scientific or technical skills to make adjustment, decision as well as to organize hospitality practices professionally.</i>

PLO 4	<i>Work together and connect with different people and culture with right social skills/etiquette in a diverse learning and working communities.</i>
PLO 5	<i>Convey ideas both in written or oral form effectively and professionally by using appropriate and different form of presentation in any situations.</i>
PLO 6	<i>Use broad range of information, media and technology application to support work and studies as well, and able to source, process and storing information ethically.</i>
PLO 7	<i>Use & practice the quantitative skills in numerical and statistical data being used in hospitality industry.</i>
PLO 8	<i>Work autonomously, and demonstrate leadership and professionalism in managing responsibilities within hospitality industry.</i>
PLO 9	<i>Engage, continue learning, acquiring new information and demonstrating confidence, self-control; social skills and commitment to professionalism in the work place for self-development.</i>
PLO 10	<i>Able to put together all the knowledge and skills acquired through finance, marketing, economics, management, accounting and other business courses to demonstrate and enhance entrepreneurial skills for career development.</i>
PLO 11	<i>Demonstrate and commit ethically in decision making and act professionally with human and social responsibility within the various business, social and environmental issues.</i>

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

2.3.2.2 Duration

- 3 years

2.3.2.3 Program Structure

- a) The Bachelor in Hospitality Management (Honours)⁴ is a 33-course program including a graduation project.
- b) There are 3 intakes in a year, January, May and August.
- c) There are TWO full semesters (January & August) plus One half semester (May) in an academic year.
- d) A student may enroll for a maximum of 20 credits in a full semester and only 10 credits in a half semester.

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

2.3 Admission Information

2.4.1 Entry Requirements

Direct Entry

Applicants require one of following minimum entry requirements: -

- Pass in STPM with minimum grade 2 Cs
- 2 Cs in A-Levels
- 5 Bs in Senior Middle 3 (UEC)
- 5 CPU passes with a minimum average of 50%
- 5 SAM/TEE passes with a minimum average of 50 %
- Victorian Certificate of Education with a minimum average of 50 %
- HELP Foundation in Arts/ Foundation in Science/ Matriculation/ Foundation or its equivalent with a minimum CGPA of 2.00 out of 4.00, and pass in Mathematics and a pass in English at SPM level
- HELP Diploma in Business/Diploma in Information Technology/a diploma with a minimum CGPA of 2.00 out of 4.00
- HELP Foundation in Arts/ Foundation in Science with minimum CGPA score of 2.0 out of 4.0
- Equivalent qualification

and

IELTS 5.0 (International students) or equivalent international English Language qualification

2.4.2 English Language Requirements

Applicants who do not have one of the approved English qualifications are required to sit for an English Test, attend and passed the appropriate English program before starting the Bachelor of Tourism Management (Hons) or Bachelor in Hospitality Management (Honours)⁴ Year 1 program.

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

2.5 Policies and Regulations

2.5.1 Maximum Course / Credit Load

The student can enroll in courses for up to a maximum of 20 credit hours in each long semester and up to a maximum of 10 credit hours in each short semester.

A student who has been awarded supplementary examination or assessment for a course is considered to be enrolled in half of its credits until the grade is replaced with a final grade.

2.5.2 Cancellation of Courses Offered

The Faculty of Business, Economics and Accounting makes every reasonable effort to offer courses as indicated in the Courses Availability List which is posted at hlms portal. However, the faculty reserves the right to make changes or cancel courses in the proposed schedule because of insufficient enrolment or for any other reasons deemed valid. Students are responsible to keep themselves posted by viewing the web site periodically.

2.5.3 Program Structure

Programs are assigned a specific Course Code and a certain number of Credit Hours.

2.5.3.1 Courses Numbering System

Courses are numbered so as to indicate the level of advancement. In general, Courses with lower numbers are those which should be completed first. Courses with numbers beginning with 100, 200 and 300 courses are Year 1, 2 and 3 courses respectively.

100-Level	Year 1
200-Level	Year 2
300-Level	Year 3

2.5.4 Prerequisites

Courses prerequisites are listed in this handbook in the Course Descriptions. These requirements are intended to ensure students have a reasonable chance of completing a course without a low or fail grade. A prerequisite is a course that must be taken and passed prior to registering for any of the courses that require it.

Any student who has failed in the first of a sequence of courses is not allowed to enrol for the subsequent course until the fail grade has been changed to a pass grade.

2.5.5 Assessment and Evaluations

- a) Each course is assessed by a continuous assessment component and a final examination.

- b) The continuous assessment is in the form of written assignments/tests/mid-semester examination and/or projects.
- c) The final assessment can be a 3-hour written examination, project or case study
- d) Most courses follow the assessment pattern below:
 - Continuous assessments - 40%
 - Final Examination/ Assessment - 60%
 - Total - 100%
- e) **To pass a course, a student must pass BOTH continuous assessments and final examination / assessment and score an aggregate mark of 50%**

2.5.6 Award

2.5.6.1 Bachelor of Tourism Management (Honours)

Upon successful completion of the required 33 or 34 courses including an undergraduate tourism project, a student will be awarded a degree Bachelor of Tourism Management (Honours).

2.5.6.2 Bachelor in Hospitality Management (Honours)⁴

Upon successful completion of the required 33 or 34 courses including a graduation project, a student will be awarded a degree Bachelor in Hospitality Management(Honours)⁴.

2.5.7 Academic Advising

Academic advising is an integral part of a student's academic experience. Academic advisors are able to give support and guidance to students who seek their service, but it is the responsibility of each student too to be familiar with academic policies and regulations and to take responsibility for his or her study at HELP University.

Graduation/program requirements vary greatly from one university to another. It is especially important for students to learn about the universities' academic policies and procedures thoroughly. New students will be informed on the education system and its requirements through a series of seminars conducted every semester.

An academic advisor offers students information, guidance and advice throughout their undergraduate program. Specifically, academic advisors assist students in identifying degree requirements and help students balance their course load each semester, so they do not take too many demanding classes in one semester. Students will also be informed on classes that require prerequisites or other restrictions before registration.

Students are encouraged to contact businessfaculty@help.edu.my to seek advice from an academic advisor to discuss important educational issues and matters pertaining to transfer to foreign institutions. Students can also do their own research under the guidance of an academic advisor on universities and their requirements, ranks, profile etc.

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

ACC102 Accounting For Hospitality & Tourism

This is the first course in accounting for hospitality and tourism students. It intends to equip students basic understanding of financial accounting and management accounting. It provides knowledge on how to prepare and analyse financial statements, and how management utilises financial information in the planning, controlling in service industry.

ECO101 Principles of Microeconomics

Enrolment Restriction(s): Not available to students who have completed ECO100/ECO155

The study of Microeconomics focuses mainly on how households and firms make decisions and the interactions of these decisions in the markets. It seeks to explain the prices and quantities of individual goods and services produced. It also provides insights into how the economy operates, the economics of the environment, microeconomic reforms and an understanding of the effects of government regulations and taxes on the economy and on various groups in society.

FIN212 Introduction to Finance in Hospitality and Tourism

Enrolment Restriction(s): Not available to students who have completed FIN201 or FIN202

Enrolment Restriction(s): Only available to Hospitality Management and Tourism Management students

Pre-Requisite(s): ACC102

This course provides a fundamental understanding to business finance tailored specifically for students in the hospitality industry. It enables students to understand and apply concepts of financial management, financial instruments, and techniques focusing on financial decision-making relevant in the hospitality sector.

ITC101 Information Technology for Business

The course examines the goals and functions of Information Technology in the business environment. As we enter the digital revolution, successful organisations must deal effectively with intense global competition and an increasingly rapid pace of change. For an organisation to thrive in today's Internet economy, managers and functional specialists in all areas must perform their jobs even more effectively and efficiently. IT becomes the tool that enable all organisations to solve increasingly complex problems and to capitalise on opportunities that contribute to the success and the survival of the organisation. This course is based on the fundamental premise that the major role of Information Technology is to support organisational functions. The aim of the course is to teach business majors how to use IT to master their current jobs and to help ensure the success of their organisation. The focus is not only based on learning the concepts of IT but rather on applying those concepts to facilitate business processes.

MGT204 Asian Entrepreneurship & Innovation**Pre-Requisite(s): MGT101/ TRM101**

This course serves to inculcate in the students an entrepreneurial style of strategic management i.e. the creative and profitable use of resources which often, at the outset, they do not control. The entrepreneurial tenets at the core of this course are the pursuit of opportunity, managing innovation and driving change.

MGT212 Business Analytics for Decision Making**Pre-Requisite(s): ITC101 & QBM102**

This course provides students with significant understanding of analytics and the increasingly important role it plays in organisations. The topics covered will expose students to the role of business analytics and how it is used to get the insights required for making better business decisions and strategic moves as well as to the role of big data in decision making. This course will also provide the basis for going deeper into more advanced analytics tools and techniques.

MKT101 Principles of Marketing**Enrolment Restriction(s): Not available to students who have completed TRM102**

MKT101 has been designed to provide students with an introduction to the field of marketing. The course focuses on the relationship between organizations and the consumer, expressed through the marketing mix. Essentially, studies are concentrated on the nature and behaviour of supplying organizations, nature and behaviour of the consumer and the various marketing mix elements (product, price, place, promotion) which are used by organizations to satisfy needs and wants of consumers. While the course has a theoretical base, practical application of the marketing concepts to 'real world' situations via a specific project is an essential part of the course.

QBM102 Statistics for Hospitality and Tourism Management**Enrolment Restriction(s): Not available to students who have completed****QBM101 or QBM154 or QBM176****Enrolment Restriction(s): Only available to Hospitality Management and Tourism Management students**

Business Statistics is an essential course designed to equip students with the fundamental tools and concepts necessary for making informed, data-driven decisions in various areas. This course covers the basic methods of statistical description and statistical inference, tailored to meet the specific needs of students with a keen interest in the application of quantitative techniques to fields such as business, management, economics, finance, marketing, and accounting. This course serves as a gateway to mastering statistical techniques, which are indispensable for making informed decisions and solving complex problems. Real-world examples from the business world will be integrated to help students understand how statistical tools can be applied to actual scenarios.

TRM101 Principles of Management for Hospitality and Tourism**Enrolment Restriction(s): Not available to students who have completed MGT101**

The aim of this subject is to provide students with an introduction and overview of management within hospitality organizations. The subject will examine management principles, concepts and theories of management and give students an appreciation and understanding of various challenges facing managers in hospitality and tourism industry in today's competitive global environment.

TRM103 Fundamental of Food & Beverage Service

This module aims to give students basic fundamental theoretical and practical knowledge in the various principles of Food and Beverage Service skills and its operations. Students will also be provided with the fundamental of basic practical knowledge about the professional environment of restaurant, specializing in restaurant skills, restaurant premises, equipment, and menu preparation.

TRM200 Introduction To Tourism, Leisure And Hospitality Management

The tourism and hospitality industry is recognised as an economic source that pushes the world economy. This introductory course is structured for students new to tourism and hospitality. Students will be exposed to the structure of the industry, scope of tourism and hospitality and the role of industry players.

TRM202 Organisational Behaviour for Service Industry

Pre-Requisite(s): TRM101/ MGT101

Enrolment Restriction(s): Not available to students who have completed MGT201

The module provides knowledge on the behavioral and social theories as the basis of studying organizational behavior in service industry. It provides students with a critical understanding of organisational structures, systems and cultures and the impact of these on organisations, groups and individuals.

TRM204 Human Resource Management for the Hospitality and Tourism Industry

Pre-Requisite(s): TRM101

Enrolment Restriction(s): Not available to students who have completed HRM201

This course is designed to provide students with overview of human resource management (HRM) within hospitality and tourism organizations. It encompasses all the vital functional areas in managing human resources such as recruitment and selection, training and development, performance appraisal, compensation, safety and health, internal relations, and industrial relations. The course also includes employment laws, job analysis, job design, quality of work life and a brief discussion on managing human resources at international level. Students will be exposed with knowledge on the utilization of human resources to achieve both hospitality and tourism organizational objectives and how the organizations could manage people in everchanging environmental condition effectively. This course equips the students with hospitality and tourism HRM knowledge to prepare and enable them to further develop knowledge in their area of specialization and in real life working environment in the future. The formative assessments comprise of a test and one group mini project while summative assessment in the form of individual mini project.

TRM205 Introduction to Kitchen Operations and Food and Beverage Services * Elective

This module aims to give students basic theoretical and practical knowledge in the various principles of Culinary and Food and Beverage operations. Students will also be provided with the foundation of basic food preparation and production as well as the safety and hygiene aspects of handling food.

TRM207 Room Division Management

This module aims to give students basic theoretical and practical knowledge in the various principles of Culinary and Food and Beverage operations. Students will also be provided with the foundation of basic food preparation and production as well as the safety and hygiene aspects of handling food.

TRM214 Accomodation Operation Management

This module aims to give students basic theoretical and practical knowledge in the various principles of Culinary and Food and Beverage operations. Students will also be provided with the foundation of basic food preparation and production as well as the safety and hygiene aspects of handling food.

TRM231 Bar, Beverage and Barista Management * Elective

This course provides an indepth study of bar operations & management and it aims to give students basic theoretical and practical knowledge in the various bar, beverage and barista management. Students will be provided with the basic pratices and requirements in the beverage industry.

TRM232 Patisserie and Baking *Elective

This course covers fundamental baking technique, ingredients knowledge and pastry creation. It involve hands on practice, recipe experimentation and learning about various baking method to develop a will rounded skills set in the world of pastry.

TRM233 Hotel Operations Management

Pre-Requisite(s): TRM200

This module aims to give students basic theoretical and practical knowledge in the various principles of Culinary and Food and Beverage operations. Students will also be provided with the foundation of basic food preparation and production as well as the safety and hygiene aspects of handling food.

TRM304 Research Methodology for Hospitality Industry

Pre-Requisite(s): TRM101/ MGT101/ QBM101

This course is to provide the students with a framework for conducting research in a systematic manner in all areas of business. It will introduce the various research methods and students will be exposed to practical experience in data collection and data analysis. It is also designed to help students inculcate the art of presenting research findings in a lucid and informative way.

TRM306 Training & Development in Hospitality Industry

Pre-Requisite(s): TRM204

This subject prepares the student with the practical approach on how to design a training, guide that modern hospitality managers can apply to hotel property's or facility's training needs. Students also will learn and practice from determining what the training needs actuallyare to determining the style and content of the program,

student will learn by modeling a trainer step-by-step what they need to do to provide effective training for their staff. It will involve lots of interpersonal skills.

TRM316 Banqueting and Convention Management

Pre-Requisite(s): TRM200

This subject prepares the student with the practical approach on how to design a training, guide that modern hospitality managers can apply to hotel property's or facility's training needs. Students also will learn and practice from determining what the training needs actually are to determining the style and content of the program, student will learn by modeling a trainer step-by-step what they need to do to provide effective training for their staff. It will involve lots of interpersonal skills of every student.

TRM317 Services Management and Customer Care in Hospitality Industry

Pre-Requisite(s): TRM200

The Hospitality Industry is a world of service. Understanding the customers, their differences, and their expectations is fundamental for the business. In today's fast moving and dynamic hospitality industry, competition is becoming more globally intense and many companies have realized to do well continuously, pricing of products is not the key factor. Companies have to develop strategies to provide differently superior customer care to differentiate their products and services. And hospitality students will need this knowledge to do well in their chosen field where dealing with people is a major part of the job.

TRM323 Contemporary Issues in the Hospitality & Tourism Industry

Pre-Requisite(s): TRM101, TRM200, TRM204

International Tourism is a dynamic industry, influenced by global events and tourism demand. This module provides an overview of the issues influencing the demand, trends and growth of the industry. The module allows students to gain in-depth knowledge of current issues in the hospitality and tourism industry and to analyse the factors contributing to such issues thus deriving appropriate solutions.

TRM330 Industry Placement Practicum

Pre-Requisite(s): Complete all courses including TRM400

The Hospitality Industry is a practice industry. Theoretical knowledge is not enough to become an effective staff. The industry placement is important for the students to put in application what they have learned during their studies. Thus this module will equip the student with necessary skills such as critical analytical skills, research and information retrieval skills, logical critique skills, verbal and written communication and negotiation skills and ability to work in a team environment in hotel industry

TRM400 Graduation Project

Pre-Requisite(s): MGT203 / TRM304/ Final Year ONLY

A final, individual project intended to integrate material acquired during the student's three years classes, as well as to provide an in-depth exploration of a topic of special interest or career relevance to the participant. It is important for them to analyze, explain and find solution for any problem encountered. Students work closely with an academic advisor and are required to submit a comprehensive written report as well as make an oral presentation of the research results in front of a professional academic panel.

TRM102 Tourism Marketing

Enrolment Restriction(s): Not available to students who have completed MKT101

This module is a core module. It is able to strengthen and enhance the academic programme as tourism marketing is one of the key functions in organizations. The knowledge and skills in the field of tourism marketing are essential for achieving organizational effectiveness. Understanding customers, developing appropriate tourism marketing strategies and the various marketing mix elements (product, price, place, promotion) which are used by organization to satisfy needs and wants of consumers is hence necessary in this context. While the subject has a theoretical based, practical application of the marketing concepts to 'real world' situations via a specific project is an essential part of the course.

ITC201 Principles of Web Design *Elective

Pre-Requisite(s): ITC101

This course covers the basic design principles that students will apply to their Web page designs as they work through this course. By examining a variety of Web sites, students will learn to focus on both the user's needs and the requirements of the content they want to deliver, while planning a site that is easy to navigate and quick to download. The sample Web pages in this chapter come from a wide range of sites. The Web is so far-reaching in content and design that no collection of pages represents what is typical. Most of the samples illustrate good design principles, although some contain design defects as well. In truth, almost every site has one flaw or another, whether it is confusing accessibility, overambitious design, or poor download time. Judge the samples with a critical eye. Students will be able to look for elements of design that students can transfer to their own work. Students will be able to apply these principles to their own Web design efforts.

MKT212 Social Media Marketing *Elective

The course will introduce various social media applications and platforms, as well as techniques for marketing through traditional and new media. Students will then explore the various strategies for customer engagement through social media.

TRM203 Tourism Research Methodology

Pre-Requisite(s): TRM101, QBM101

Enrolment Restriction(s): Not available to students who have completed MGT203

This course is to provide the students with a framework for conducting research in a systematic manner in all areas of business. It will introduce the various research methods and students will be exposed to practical experience in data collection and data analysis. It is also designed to help students inculcate the art of presenting research findings in a lucid and informative way.

TRM216 Tourism Geography

Pre-Requisite(s): TRM200

Tourism is about people travelling to places and the activities that they partake in. Natural attractions are one of the pull factors for visitors. And these natural attractions are geographical formations. This subject is to enhance the knowledge

of the students about different destinations and their attractions and thus creating desired itineraries.

TRM220 Heritage Interpretation Management *Elective

Pre-Requisite(s): TRM200, TRM228

This module provides students with knowledge and understanding on the importance of cultural and natural heritage interpretation, the techniques used in traditional and contemporary interpretation of natural and cultural heritage and visitor management tools. The module also discusses issues related to heritage interpretation and the role of various interpretation tools and techniques for better visitor management

TRM222 Intercultural Studies

Pre-Requisite(s): TRM200, TRM228

This course will expose students to behaviours and cultures of the different types of people that tourism graduates, especially, will come into contact with as well as different aspects of culture, both positive and negative. This course promotes understanding cross-cultural communication as an essential tool in tourism industry, exploring the various issues pertaining intercultural communication and illustrating the importance of cultural background in the tourist experience and how it is a major determinant in repeat visitation.

TRM223 Tourism Operations

Pre-Requisite(s): TRM200, TRM228

This course will introduce the fundamentals of tourism operations such as tour planning, contacting suppliers, budgeting and costing, marketing of tour products and executing a tour. The course further explores the issues and insights of tour operations such as handling clients, compliants and post tour operations. The course equips the students with essential knowledge and skills to develop tourism business.

TRM225 E-Tourism

This subject presents integrated approaches to technology and tourism, emphasizing content, context and multiple dynamic views of interactions using technological innovations among various stakeholders within the tourism sector. The subject further explores latest innovations in digital tourism such as social media platforms, online travel agents, user generated contents, virtual tours as well as the implication of technology on tourism businesses.

TRM226 Computer Reservation Systems

This course offers a logical flow of work that should be followed by students with little or no knowledge of using a computer reservations system. This course provides students with hands-on practice using the system to retrieve travel- related information, creating passenger names records (PNRs,) and completing a customer transaction.

TRM227 Destination Marketing *Elective

Pre-Requisite(s): TRM102 / TRM200

This course is designed for students to identify strategies for successful marketing through appropriate tag lines as destination management organisations (DMOs) are increasingly using innovative tools and evolving technologies to engage with

prospective visitors. The subject critically analyses the global tourism marketing environments that comprise a wide array of economic, socio-cultural, technological and environmental realities. Students will be exposed to destination marketing theories as well as best practices employed by destination marketers.

TRM228 Special Interest Tourism

The impacts of mass tourism have created the need for alternative tourism or Special Interest Tourism, which aims at minimising the impacts of mass tourism while incorporating sustainable practices. Students will develop the knowledge and skills required to manage special interest tourism services to ensure they meet customer needs and regulatory requirements.

TRM229 International Tour Operations

Pre-Requisite(s): TRM223

International Tour Operations is a course that delves into the complexities of organizing and managing global travel experiences. Topics include destination management, itinerary planning, logistics, and cross-border considerations. This subject equips students with essential skills for careers in international tour operations and travel-related sectors.

TRM314 Communication Strategies Skills *Elective

Pre-Requisite(s): TRM200

Communication is the process of sending and receiving information and spreading knowledge among people. Sufficient communication skills act as the basis of all our relationships and determine how we relate to people. From public speaking to presentations, job interviews, personal relationships, and daily transactions, communication is an essential skill for any hospitality and tourism professional.

TRM315 Introduction to Special Event Management *Elective

Pre-Requisite(s): TRM200

This course seeks to introduce students to a more specialized area of study focusing on planning a special event which is equally an important area in tourism industry. This module provides students an understanding of event management strategies and application of the management science of project management to the creation and development of festivals and events.

TRM322 Sustainable Tourism Management

Pre-Requisite(s): TRM229

Tourism industry is a fast-growing industry creating major negative impacts to both host country and tourists. This module examines the impacts of mass tourism on tourism destinations and host communities and the underlying theories in sustainable tourism development. The modules also analyses the best practices in sustainable tourism development across various sectors within the industry.

TRM331 Nature and Adventure Tourism *Elective

Pre-Requisite(s): TRM200, TRM228

This course is designed to train students with the systematic approach to nature & adventure tourism management by identifying the various combinations of elements under leisure and outdoor activities. Nature, Adventure tourism is a broad term which encompasses all types of commercial outdoor. Nature, tourism and

recreation has a significant element of excitement. It is closely related to nature-based tourism. It's a growing segment of the industry with huge potential in Malaysia and worldwide.

TRM332 Culinary Tourism *Elective

Pre-Requisite(s): TRM200, TRM228

Culinary Tourism is a subject that explores the intersection of food and travel. Students examine the cultural, economic, and social aspects of culinary experiences. Topics include gastronomic destinations, food tourism trends, culinary traditions, and the impact of food on tourism. Students gain insights into developing and promoting food-related travel experiences

TRM333 Theme Park Management *Elective

Pre-Requisite(s): TRM200, TRM228

Theme parks are important products for the leisure and tourism industry; theme parks in its various forms have been viewed as central means to fulfill new leisure and tourism trends. This module aims to investigate issues which affect the construction, operation and the success of theme parks in global tourism industry.

TRM334 Wellness Tourism *Elective

Pre-Requisite(s): TRM200, TRM228

Health and wellness tourism is now an international trend set by the health-conscious consumers seeking to enhance their well-being through their travel experiences. Wellness tourism is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition. This course is strcutured for tourism students who wish to focuss on a niche market of welness tourism. Students will be exposed to motivations of wellness tourists, their profiles and popular wellness destnations.

TRM340 Internship in the Travel and Tourism Industry

Pre-Requisite(s): Complete all courses including TRM410

The internship placmeent prepares students to work in real life scenarios, applying knowledge acquired in classroom learning. This is a great platform to expose students to the industry and cultivate relevant skills and knowlegde, preparing them for real life experiences.

TRM410 Undergraduate Tourism Project

Pre-Requisite(s): MGT203 / TRM203

A final, individual tourism project intended to integrate material already acquired during the student's three years classes, as well as to provide an in-depth exploration of a topic of special interest or career relevance to the participant. It is important for them to analyze, explain and find solution for any problem encountered. Students work closely with an academic advisor and are required to submit a comprehensive written report as well as make an oral presentation of the research results in front of a professional academic panel.

2.7 Program Structure

Bachelor in Hospitality Management (Honours)⁴

The program structure applies to students enrolling in the 2025-08 and 2025-10 intake

<u>Year 1 [7 courses]</u>		<u>Credit hours</u>
ACC102	Accounting for Hospitality & Tourism	4
ECO101	Principles of Microeconomics	4
ITC101	Information Technology for Business	4
MKT101	Principles of Marketing	4
TRM101	Principles of Management for Hospitality & Tourism	3
TRM103	Fundamental of Food & Beverage Service	4
QBM102	Statistics for Hospitality and Tourism	4
<u>Year 2 & 3 [17 courses]</u>		
Compulsory		
FIN212	Introduction to Finance in Hospitality and Tourism	4
MGT204	Asian Entrepreneurship & Innovation	4
MGT212	Business Analytics for Decision Making	4
TRM200	Introduction to Tourism, Leisure & Hospitality Management	4
TRM202	Organisational Behaviour for Service Industry	3
TRM204	Human Resource Management for the Hospitality and Tourism Industry	3
TRM207	Room Division Management	4
TRM233	Hotel Operations Management	3
TRM214	Accommodation Operation Management	4
TRM301	Food & Beverage Management	4
TRM304	Research Methodology for Hospitality Industry	4
TRM306	Training & Development in Hospitality Industry	4
TRM316	Banqueting and Convention Management	4
TRM317	Service Management & Customer Care in Hospitality Industry	4
TRM330	Industry Placement Practicum	8
TRM323	Contemporary Issues in the Hospitality and Tourism Industry	4
TRM400	Graduation Project	6
Electives (Choose THREE (3) courses from Year 2 or 3)		
TRM205	Introduction to Kitchen Operations and Food & Beverage Services	4
TRM231	Bar, Beverage and Barista Management	4
TRM232	Patisserie and Baking	4
Or any free elective in Year 2/Year 3 level		4

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

MPU Courses***Two MPU1**

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
- A* Gen Careers in Malaysia and Beyond
- Integrity and Anti-Corruption^ (Local and International)

To choose at least one MPU4 subject

- Co-curriculum – Sports 2
- Co-curriculum – Event Management 2

*** Please refer to the MPU Guidelines**

University Compulsory Courses [2]

HGA101	Discovering Oneself	2
HGA201	Engaging the World	1

Bachelor of Tourism Management (Honours)

The program structure applies to students enrolling in the 2025-08 and 2025-10 intake

<u>Year 1 [5 courses]</u>	<u>Credit hours</u>
ACC102 Accounting for Hospitality & Tourism	4
ITC101 Information Technology for Business	4
TRM101 Principles of Management for Hospitality and Tourism	3
TRM102 Tourism Marketing	3
QBM102 Statistics for Hospitality and Tourism Management	4
<u>Year 2 & 3 [17 courses]</u>	
Compulsory	
MGT204 Asian Entrepreneurship & Innovation	4
MGT212 Business Analytics for Decision Making	4
TRM200 Introduction to Tourism, Leisure & Hospitality Management	4
TRM202 Organizational Behaviour for Service Industry	3
TRM203 Tourism Research Methodology	4
TRM204 Human Resource Management for the Hospitality and Tourism Industry	3
TRM216 Tourism Geography	4
TRM222 Intercultural Studies	4
TRM223 Tourism Operations	4
TRM225 E-Tourism	4
TRM226 Computer Reservation System	4
TRM228 Special Interest Tourism	4
TRM229 International Tour Operations	4
TRM322 Sustainable Tourism Management	4
TRM323 Contemporary Issues in the Hospitality and Tourism Industry	4
TRM340 Internship in the Travel and Tourism Industry	8
TRM410 Undergraduate Tourism Project	6
Electives	
Choose FIVE (5) from the following (at least THREE (3) courses from Year 3)	
ITC201 Principles of Web Design	4
MKT212 Social Media Marketing	4
TRM220 Heritage Interpretation Management	4
TRM227 Destination Marketing	4
LAW311 Cyberlaw and Ethics	4
TRM314 Communication Strategies Skills	4
TRM315 Introduction to Special Event Management	4
TRM316 Banqueting and Convention Management	4
TRM334 Wellness Tourism	4
TRM331 Nature and Adventure Tourism	4
TRM332 Culinary Tourism	4
TRM333 Theme Park Management	4

<p>MPU Courses*</p> <p>Two MPU1</p> <ul style="list-style-type: none"> • Penghayatan Etika dan Peradaban • Falsafah dan Isu Semasa • Bahasa Melayu Komunikasi 2 (International) <p>MPU2 / MPU3</p> <ul style="list-style-type: none"> • Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu) • A* Gen Careers in Malaysia and Beyond • Integrity and Anti-Corruption[^] (Local and International) <p>To choose at least one MPU4 subject</p> <ul style="list-style-type: none"> • Co-curriculum – Sports 2 • Co-curriculum – Event Management 2 <p>* Please refer to the MPU Guidelines</p>							
<p>University Compulsory Courses [2 courses]</p> <table> <tr> <td>HGA101</td> <td>Discovering Oneself</td> <td>2</td> </tr> <tr> <td>HGA201</td> <td>Engaging the World</td> <td>1</td> </tr> </table>	HGA101	Discovering Oneself	2	HGA201	Engaging the World	1	
HGA101	Discovering Oneself	2					
HGA201	Engaging the World	1					

2.9 Credit Transfer Arrangements

Please note that students are to consult the Faculty of Business, Economics and Accounting on the grades and English language requirement they need to obtain in order to transfer to these universities. Furthermore, **the department reserves the right to make appropriate changes to the information presented in the next few pages**. Thus, it is important for students to check with the department on any changes in the beginning of a new semester.

University of Queensland

Bachelor of Tourism, Hospitality and Event Management [Hotel and Hospitality Management Major]

The following table outlines the HELP BBus (Hospitality Management)(Honours) courses to be completed at HELP in the first year and second year semester 1 to study Bachelor of International Hotel & Tourism Management (Hotel and Hospitality Management major) at the University of Queensland (UQ)

1st Year and 2 nd Year Semester 1 at HELP University		UQ Equivalent Courses	
ACC102	Accounting for Hospitality and Tourism	ACCT1101	Accounting for Decision Making
ECO101	Principles of Microeconomics	ECON1010	Introductory Microeconomics*
LAW101	Business Law	LAWS1100	Business Law
TRM101	Principles of Management for Hospitality & Tourism^	MGTS1301	Introduction to Management
MKT101	Principles of Marketing	MGTS1501	Foundations of Marketing*
QBM102	Statistics for Hospitality and Tourism	ECON1310	Introductory Statistics for Social Science*
ITC101	Information Technology for Business	BISM1201	Transforming Business with Information Systems
TRM200	Introduction to Tourism, Leisure & Hospitality Management	TOUR1000	Principles of Tourism, Hospitality & Events
TRM233	Hotel Operation Management	HOSP2001	Hotel Operations
TRM301	Food and Beverage Management	HOSP2005	Food and Beverage Management
TRM202	Organisational Behaviour for Service Industry	MGTS1601	Organisational Behaviour*
Option to choose from 1 course below towards General Elective			
COM200	Managerial Communication	MGTS2606	Contemporary Business Communication and Organization*
MGT204	Asian Entrepreneurship & Innovation	TIMS3302	Entrepreneurial Growth Strategies*

- Students to complete the remaining courses in 4 semesters at UQ for Semester 1 [February] commencement
- Students to complete the remaining courses in 3 semesters at UQ for Semester 2 [July] commencement

Note:

1. Courses marked with * are actually credited towards electives within the UQ program, however, they are allocated as a specific subject credit here.
2. Students are required to successfully complete 2 MPU1 courses if they intend to do a credit transfer.
3. *Please see the 'Student Placement Centre' staff if you intend to transfer credits to UQ

University of Portsmouth
BA (Hons) Business and Management (Top-Up)

The following table outlines the HELP Bachelor of Business (Hospitality Management)(Hons) Year 1 & 2 courses to be completed at HELP in the first and second year to study for BA (Hons) Business and Management (Top-Up) at the University of Portsmouth in the third year.

1st and 2nd Year at HELP University

ACC102	Accounting for Hospitality and Tourism
ECO101	Principles of Microeconomics
ITC101	Information Technology for Business
MKT101	Principles of Marketing
QBM101	Business Statistics
TRM101	Principles of Management for Hospitality and Tourism
TRM103	Fundamental of Food & Beverage Service
FIN201	Business Finance
MGT204	Asian Entrepreneurship and Innovation
MGT212	Business Analytics for Decision Making
TRM200	Introduction to Tourism, Leisure and Hospitality Management
TRM202	Organisational Behaviour for Service Industry
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM207	Room Division Management
TRM214	Accommodation Operation Management
TRM233	Hotel Operation Management

3rd Year at the University of Portsmouth

Note:

Students are required to successfully complete 2 MPU1 courses if they intend to do a credit transfer.

*Please see the 'Student Placement Centre' staff if you intend to transfer credits to University of Portsmouth.

2.10.1 Introduction

HELP University is an institute of learning as well as a centre for the development of human potential. The Faculty of Business, Economics and Accounting through the Faculty of Business, Economics and Accounting Student Council or better known as Biz Council adopts the holistic approach to education whereby students also develop social and interpersonal skills and gain the sporting spirit through their involvement in the various extra curricular activities.

2.10.2 BIZ Committee

The Biz Committee is a student body under the Faculty of Business, Economics and Accounting. The main responsibility of the council is to provide a wide range of cultural, social and welfare services to all students from the Faculty of Business, Economics and Accounting. It is non-religious and non-political in its objectives and services. The council acts to assist students on any academic or personal matter.

The council's primary goal is to serve its members – the students.

2.10.3 HELP TOUR Club

Was initially established in July 2008 and officially created in May 2009 in order to encourage a closer community among the students within the School of Hospitality and Tourism through student based activities. Its vision is to create a group of students who are sensitive toward the current development and to be involved in the activities within the Hospitality and Tourism Industry.

The Committee has fixed three main missions to the Club:

- To create awareness toward future major trends of career development in the hospitality and tourism industry
- To bring hospitality and tourism knowledge to program current students and other potential students in HELP University
- To provide useful travel guides to students in HELP University

▪ School Activities

- (1) Study tour to Malacca & Kuantan & Cherating & Ipoh;
- (2) Three major events - The HELP Tour Club evening, The HELP Fiesta of F&B, The HELP World Tourism Day (presence and contribution);
- (3) Guest Lecture - serial: Introducing the practice of the tourism and hospitality industry in Malaysia and in the World;
- (4) Workshop - imagine the company, business report;
- (5) Visit to MATTA fair, EPICURE and others events.
- (6) Seminars - HGS and International;
- (7) Publicity - articles,
- (8) Promoting the school: social media network.